

# DASHA ZHIVAYKINA

FREELANCE PRODUCER

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Location: London, United Kingdom

## PROFILE

Detail oriented, highly educated and proactive creative professional with extensive experience working with luxury fashion brands. My approach is a combination of a high level of efficiency, passion and dedication with flexibility and appreciation for each project's and each client's goals.

## EXPERIENCE

### **Freelance Event Project Manager**

February 2015 - onwards

- Team management (up to 8 ppl, including team members based remotely, abroad)
- Being the main point of contact for the client, client management and consulting on the best strategies and approaches to marketing events
- Responsible for critical path, making sure that all the deadlines on the projects are met (design, print, sign offs, submissions, production and delivery)
- Presenting creative concepts to high level stakeholders (Heads of Departments, CEOs and partners)
- Liaising with all project related suppliers and stakeholders (designers, sponsors, PR agencies, visualisers, technical team, set build, printers, catering, artists, talent etc)
- Responsible for budget management (£4K - £600K) and fee negotiation
- Event design and sourcing; research on trends, ideas, technology
- Sponsorship and media relationship
- Event logistics and Health & Safety documentation and sign off
- Guest management including hotels, transportation, visa requirements and individual requests
- Contracts, necessary permits, structural reports, licences
- On-site management and coordination, team briefings
- Talent, artists and performers sourcing, booking and management
- Video and photo content creation
- Post project evaluation report with learnings for the future

Clients: Association of Women in Arts, Hermes, Cartier, Bvlgari, Ralph Lauren, Louis XIII, Belvedere, Mercedes-Benz, Chloe, Erdem, Jo Malone, Hennessy, Montblanc, Diesel, Debenhams, Place Vendome, Cadogan Estates, Investec many others.

### **Freelance Assistant Event Producer**

June 2014 - August 2018

Successfully supported the main producer on large event projects (with budget of £1m and above). My responsibilities and duties were in line with the listed above and varied depending on the project.

Clients: Burberry, Veuve Cliquot, Louis Vuitton, Bvlgari, Manolo Blanic, Carolina Herrera, Hennessy, Playstation, Roberta Einer, Diesel, Ruinart, Naked Heart Foundation, Ralph & Russo

## **Freelance Production Assistant**

October 2013 - December 2014

Supporting luxury clients and production agencies on a number fashion events, parties, dinners and brand activations for the following clients:

Conde Nast UK, Jimmy Choo, Mary Katrantzou, Peter Pilotto, British Fashion Council, Topshop, Macallan Whiskey, Chanel, Tom Dixon, Pringle of Scotland, Jo Malone, Liberty London, Hearst Magazines, Star Wars, Fashion TV

## **Volunteer Project Manager**

October 2013 - onwards

Working with art organisations and charities on a volunteer basis, helping them to deliver free public events and fundraisers:

- Breath is Invisible ( a public art project, 2020) - Joy Gregory: Invisible Life of Plants, to be invisible: 3D sound and video installation inspired by Black Lives Matter
- Back Up Trust (charity) - Annual Fundraiser (2017, 2014), Womens' Lunch Fundraiser 2014
- The V&A Museum - Making It: Careers in Fashion and Design festival (2016, 2014), Fashion in Motion show (2016, 2013)

## **EDUCATION**

**University of Westminster , UK ( 2013 - 2014 )**

MA in Event and Conference Management

**UAL: Central Saint Martins , UK ( 2014 )**

Art direction for Fashion

**Ulyanovsk State University, Russia ( 2008 - 2013 )**

BA in Hospitality and Tourism

BA in Linguistics and Translation

## **RELEVANT SKILLS**

- Computer literate - MS Office ( incl advanced Excel), Mac, InDesign