



Alfie Smith

Contact

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Location

12 Windlesham Mews, Hampton Hill, TW12 1RU

Education

2015 - 2019

BA (Hons) Events & Leisure Marketing

Bournemouth University, England

Key Skills

- Critical & Conceptual Thinker.
- Strong Problem Solver.
- Natural ability to Plan, Prioritise and Organise.
- Excellent Verbal & Written Communication Skills.
- Inquisitive Nature.
- Confident Team Player & Leader.
- Extremely Resilient

Energetic, enthusiastic, and confident team player. Very proud, responsible and embraces accountability. A natural planner, organiser & communicator. Respectful, dedicated and always willing to take on new challenges or experiences. Presentable at all times, good time management & great social interaction skills.

Relevant Experience

○ August 2013 - August 2023

London Borough of Hounslow

Senior Play Worker

- Designed and delivered exploratory and experiential learning programs for ADHD groups aged 11-18, including activities such as paddle boarding, kayaking, and swimming, fostering personal development and teamwork.
- Provided dedicated 1-to-1 support for children with ASD, tailoring care to meet specific needs and employing conflict resolution and de-escalation techniques to ensure a safe and inclusive environment.

TEFL Qualification

Level 5 - 168 Hour - TEFL Certificate Distinction

The TEFL Academy, UK

Employment

○ August 2013 - Present

Richmond Council / Fusion Lifestyles / BH Live

Lifeguard

- Identifying and recognising hazards and preventing incidents.
- Providing education and advice on water safety.
- Administering correct and effective first aid including CPR.

○ August 2023 - April 2024

Rela8 Group Limited

Event Manager

- End-to-end operational event management for virtual roundtables, dinners, breakfast briefings, track days, Wembley events and residential summits.
- Preparation and management of all event documentation – project plans, event schedules and delegate materials.
- Venue finding and supplier management in UK, European and US locations
- Provided regular analysis on event attendance, feedback and other statistics
- Researched and presented experiences which innovated existing offerings, staying up to date in the events industry

○ May 2019 - January 2020

GOTO Events

Account Manager

- Established and solidified new and existing relationships with Clients, Agents, Venues, and Suppliers. Including; Bulgari, Estee Lauder and The De Vere Hotels.
- Created and distributed personalised information packs & quotes for all inbound enquiries.
- Curated the perfect event for the client based on specific requirements detailed in the brief and ensure the event is within the client's budget.
- Managed the sourcing and booking of venues and suppliers for each event.
- Produced handover documents and maintained a close working relationship with the Project Management and Operations teams to ensure the success of each event.

Languages

- English (Native)
- Spanish (Learning) - B2

References

Available upon request

Employment - Continued

○ May 2017 - September 2018

GOTO Events

Head of Operations & Logistics - South Division

- Oversaw correct Health and Safety procedures on events and in the warehouse.
- Collated post-event feedback packs and carried out respective cleaning and maintenance of event equipment.
- Budget control, cost centre management and the administration of associated internal and external operations finances.
- Management of Event Staff logistics, invoicing, and event delivery standards.
- Transport management including company vehicles and hire vehicles as well as the maintenance of all company vehicles.
- Recruitment of Event Staff and future Operations Staff.
- Implementation and running of required Event Staff and Operations Staff training.

Hobbies & Interests

- **Travel**
 - I have visited 46 countries across Africa, Europe, the Middle East and North & South America.
 - Highlights so far include; swimming with Hammerhead Sharks in the Galapagos Islands, summiting Machu Picchu & watching an active volcano erupt in Guatemala.
 - Desires include; Papua New Guinea, Fiji & Mongolia.
- **Football (Spectating)**
 - I am an avid supporter of West Ham United having been a season ticket holder for the last 13 seasons
 - I have also been going to Budapest to support Vasas for the last 8 years (Hungarian 2nd Division – you'll have to ask me...)
- **Rugby (Playing)**
 - I captained the Twickenham Colts to our respective West Middlesex & Herts league title.
- **Horse Racing**
 - I attend a select few meetings with the same group of friends annually including; The Cheltenham Festival, Ascot and The Ebor festival.
- **Festivals & Music Events**
 - Highlights include a pan-European road trip to Croatia to attend both Dimensions and Outlook festivals back-to-back.

Certifications

- **National Pool Lifeguard Qualification (RLSS)**
- **AED Level 2 (RLSS)**
- **PADI Open Water Diver**
- **Enhanced Criminal Record Certificate (DBS)**