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CARLY HAY

PROFILE

I have worked within the media, celebrity and events planning industry since the age of 14 and have been permanently in employment within the industry since leaving college. I have gained a broad understanding of the media industry with my main focus being on the press, client management and events planning. After getting married and moving back to Essex, I looked at my skillsets and where they would fit locally. It was then that I stepped into education and have helped to build the reputation of schools for the last six years. The roles within the schools have naturally helped me to develop new skillsets which include photography, video filming and editing, web design and general graphic design for prospectuses, brochures, leaflets, posters and programmes. When my school became an Academy in April 2016 I also became involved in the branding of a new company. Outside of my 9-5 I have never completely left the entertainment world behind and helped an old client set up her blog and YouTube channel, which included filming and editing all of her channel content as well as contacting PR companies and brands for her to work with.

EXPERIENCE

Head of Media and Communications

Portico Academy Trust - 2012 - Present

Employed in September 2012 by West Leigh Junior School as their press officer to co-ordinate and run their centenary year. This included organising a ball for staff and students old and new, organising a street party for 1,000 children, a balloon release (which meant working with Southend Airport), designing a new school logo, planning an open day, producing an exhibition using archive material from the last 100 years, collecting memories from ex-pupils and staff and making sure all the events were covered by the local media. Following the centenary, I continued my role as the press officer for the school which included keeping the school website up to date, writing and creating the school newsletter, and working with an app company to produce a school app. In 2014 on returning from maternity leave, the headteacher had been moved across two local schools that were struggling. I started working for all three schools looking after all of their media, bringing in changes to the way they communicate with the parents and sharing all the schools' news via weekly and termly newsletters, school apps and social media platforms including YouTube and Facebook. In April 2016 all three schools became part of the Portico Academy Trust and my contract was moved over to Portico where I now oversee all media activity and communication for all five schools under Portico and for any future schools that may join us. This includes photography, videography, website design, graphic design and branding.

Public Relations and Events Manager

Basildon Academies - 2010 - 2012

Following the merger of two schools and the transition into an Academy I was employed to raise the profile of the Basildon Academies and to heighten the ways in which they communicated with the students, the parents and the general public. I secured a number of weekly press cuttings promoting all the positive work of the students and staff, as well as handling all media enquiries and writing press statements. Other tasks involve launching a weekly staff bulletin and the fortnightly student magazine, as well as writing, designing and producing the parents' newsletter. I also ran all new media for the Academies including the website, Twitter and Facebook channels. Other parts of my role include photographing all events happening around the school, building the school picture library, designing and producing the Year 11 yearbook, the Academies' prospectus and all marketing and promotional materials, as well as ensuring that all marketing collateral is in line with the corporate brand guidelines. I was front of house for all of our VIP guests into the Academies and lead the guided tours of the site along with our CEO and Principal. Guests have included MPs and dignitaries such as Lord Adonis and John Varley. Visitors often asked questions during the tour which I am required to answer.

EXPERTISE

- Problem-solving skills
- I.T. skills including InDesign, Microsoft Office, PowerPoint
- Self-motivation and the ability to take the initiative
- Ability to work well under pressure
- Good organisation, with attention to detail
- Quick learner, keen to learn and improve skills
- Work well in a team and on my own
- Able to multi-task and manage a number of projects

EDUCATION

South East Essex College
GNVQ Advanced Media
(Distinction)

Cecil Jones High School
10 GCSE grades

EXPERIENCE CONTINUED...



INTERESTS

Outside of work I enjoy spending time with my children, family and friends, working out at the gym, reading, getting into a good TV series and long walks along the seafront.

In 2011 I started selling personalised word art prints and canvases online via Etsy and Facebook. I fulfill all orders in my spare time and have made a number of orders for celebrities.

In 2014 a friend and I started a weekly messy play and art class for children aged 6 months to 5 years. The classes were themed and encouraged children to explore their senses and get creative. Due to my friend falling pregnant with her third child we had to stop the weekly classes but still run our Christmas card sessions where children's artwork is professionally turned into cards.

I have also planned and worked on a number of charity events over the last five years including children's events and black tie balls which have raised thousands of pounds for great causes.

REFERENCES

Cheryl Woolf

CEO

Portico Academy Trust

Jonathan Lipman

CEO

Jonathan Lipman Limited
(currently living in LA)

Agent

Exclusive Press and Publicity - 2010

Hired to assist with all celebrity clients signed to the company with all of their press and PR needs. Planning client PR strategies and liaising with the media and clients to secure photo shoots, endorsement deals, features and filmings.

Writing synopsis documents for non-celebrity clients to pitch their stories to the press and secure exclusive deals.

Client Manager / Head of Press

Jonathan Lipman Limited - October 2007 - 2009

Part of the founding team when Jonathan Lipman opened in October 2007, I was a key part of putting all databases and accounts systems in place and organising the initial office admin for the company. I managed some of the company's main clients in guiding their careers in TV, press, radio and brand endorsements. We had an MTV film crew follow us round filming a six-episode series about us called The Celebrity Agency.

As the company started with a small team I took on the office admin role alongside my main role and arranged all clients' travel, diaries, events, websites, fan mail, accounts and payments and kept them up to date on plans and goals for their career path and provided the clients with a PA-style support.

My key role within the office was Head of Press, and it was my responsibility to make sure that all of our clients were in the press on a regular basis, and for the right reasons. Writing and submitting press releases to the press and media and providing quotes where needed. This included setting up photo shoots, interviews and handling legal contracts.

I was required to make sure that we reacted to stories in the press in a way that would benefit our clients and had to deal with negative press and turning it into positive press to strengthen our clients' profiles.

Another major part of my role was to help organise events and parties including a Brit Awards after-show party, three OK Christmas parties, two Lippy fashion launches and several celebrity client birthday parties. This would involve dealing with venues and suppliers, sorting guest lists and also physical items such as goodie bags and branding boards.

PR Executive / Head of Youth

Republic Media 2003 - 2007

First employed as Office Junior in 2003, I gained a number of promotions during my time at Republic Media including the roles of Junior PR, PR Executive and introducing the role of Head of Youth into the company. My responsibilities included building and maintaining strong relationships with clients and journalists (national and regional); writing client press releases, biographies and Q and As; generating press coverage for clients for the duration of the contract; arranging photo shoots and interviews with our clients for both the national and regional press and assisting where needed; arranging school tours and shopping centre tours for clients and securing local media coverage around these events. I dealt with all press cuttings that came into the office, following up any incorrect information and making sure that all clients received copies of their cuttings throughout the project. My role also involved working with the clients on marketing ideas and generating press coverage as these ideas materialised; arranging competitions, making sure the competitions ran and that the prizes were distributed to the winners on time; attending any client events where a press representative was needed and dealing with all expenses invoices which were produced and sent to the client once a month.

Receptionist

Widen & Kennedy - 2002

Bookseller

Waterstones - 2000 - 2004