

HOLLY ROWAN HESSON

PROJECT MANAGEMENT/ DEVELOPMENT – MARKETING/ PR – ART/ PHOTOGRAPHY

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I am a well established and highly professional project development and management, marketing, PR and social media consultant and freelancer with a track record of over five years achieving effective, timely and value-for-money results for a wide range of satisfied clients. Prior to that I spent over ten years working in senior management roles. I am also a practising visual artist studying an MA in Contemporary Fine Art.

I have a very broad set of skills, knowledge, experience and contacts, am highly organised, efficient, adaptable and resourceful and pride myself on being a positive, enthusiastic and forward-looking creative thinker, ideas generator, effective communicator and problem solver.

KEY SKILLS

Very strong all round project and programme development, management, delivery and support skills and experience including an emphasis on marketing, PR and communications:

- Marketing strategy, management and delivery
- Website and social media planning, development and delivery
- Communications, advocacy and influencing
- Copywriting, editing and proofreading across online and offline media
- PR and writing press releases and newsletters
- Design and print commissioning and management
- Strategy, business plan and action plan development and production
- Research, mapping, consultation, analysis and feasibility studies
- Financial management, budgets, contract and grant management
- Fundraising, tender, bid and proposal production
- Monitoring, evaluation and reporting
- Event organisation, hosting and management
- Partnership working, relationship management, developing service level agreements and MOUs
- Network, working group, board and advisory panel development, management, chairing and servicing
- Managing and developing individuals and teams
- Administration including expert IT skills

KEY EXPERIENCE

- Successful completion of diverse contracts for a broad range of clients across the public, private, academic and third sectors and a background including strategic and operational senior and middle management roles in complex and varied multi-stakeholder environments
- Professional background includes:
 - arts, media, digital and creative industries
 - skills, business support, innovation, knowledge transfer and economic development
 - regeneration, environment, housing and sustainable communities
 - marketing and PR
 - charities and voluntary sector
 - service sector and retail
- Experience in working from the regional, sub regional, local, national and international contexts including extensively in the North West and also in Yorkshire

SELECTED CLIENT CONSULTANCY PROJECTS

PROJECT DEVELOPMENT:

- **Salford University** – creating strategy, implementation and marketing plans for regeneration centre
- **Greater Manchester LSC/ Media Training North West (now Northwest Vision and Media)** – researching and devising detailed multi-stakeholder media industry training scheme development plan
- **RENEW Northwest (NWDA)/ Elevate East Lancashire (now Regenerate Pennine Lancashire)** – development, management and delivery of all aspects of major pilot regeneration skills programme
- **Manchester: Knowledge Capital** – researching and writing creative industries strategy and action plan

- **Media Training North West/ Greater Manchester LSC/ BBC** – consultation, mapping and research to produce a media industry apprenticeship feasibility study and reporting to industry steering group
- **Elevate East Lancashire** – scoping, mapping and creating pilot business network development plan
- **Northern Edge/ Salford University** – research and drafting creative media industry discussion paper
- **Burns Collett** – developing creative workspace questionnaires and conducting research interviews
- **Cultural Industries Development Agency (CIDA)** – new programme tender research and drafting

PROJECT MANAGEMENT AND DELIVERY:

- **Mersey Basin Campaign** - project management and handover strategy in final year of operation
- **Creative Concern** - project management and administration of complex multi-stakeholder time sensitive Northwest climate fund feasibility and business planning process for submission to NWDA
- **RENEW Northwest (NWDA)** - managing the delivery of multiple regeneration skills programmes
- **Carlisle City Council/ Achieving Cumbrian Excellence** - managing regeneration workshop project
- **Elevate East Lancashire** - coordination of skills and training programme and events
- **Academy For Sustainable Communities (now part of Homes And Communities Agency)** - national network development, management, marketing, support and administration
- **Achieving Cumbrian Excellence** - skills programme development, management and evaluation
- **ENWORKS** - managing the OJEU tender process for marketing strategy procurement

MARKETING, PR AND COMMUNICATIONS:

- **Neighbourhoods Northwest** – producing communications and website strategy and writing content
- **Creative Concern** – working on MediaCityUK bid communications and research project
- **HollyandJan.co.uk** – devising marketing strategy, website content and social media profiles for set up of new social media marketing project working with small creative businesses, artists and makers
- **Client contracts above** – most of these contracts also included significant marketing and PR work
- **My portfolio career** – extensive social media marketing for my own portfolio career
- **Hebden Bridge Arts Festival** – developing social media strategy and delivering content (voluntary)
- **Northlight Art Studio** – various marketing work including social media PR for exhibitions (voluntary)
- **Hebden Bridge Green Weekend** – managing PR work and drafting press releases (voluntary)

OTHER:

- **Creative Concern** – providing organisational development support, workshop facilitation and reporting
- **Salford University** – invigilating at various art exhibitions at Chapman Gallery

ART AND PHOTOGRAPHY

I am also a visual artist specialising in abstract photography and non-figurative painting currently studying an MA in Contemporary Fine Art part-time. Art and photography project details are listed in the Appendix.

PREVIOUS EMPLOYMENT

- **Manchester: Knowledge Capital** - Innovation Manager (2005 - 2006)
- **Skillset (Sector Skills Council for Creative Media)** - Regional Manager (2003 - 2005)
- **Groundwork North West** - Regional Manager (2001 - 2003)
- **MAG (Mines Advisory Group)** - Project Coordinator (1999 - 2001)
- **Cobbetts Solicitors** - Marketing Executive (1997- 1999)
- **Waterstone's Booksellers** - Department Manager (1994 - 1997)
- **OWM Chartered Accountants** - Trainee Accountant (1989 - 1990)

EDUCATION AND QUALIFICATIONS

- MA Contemporary Fine Art (part-time) – Salford University (2010 - 2012)
- Art and Design Access to Higher Education (Distinction) – Calderdale College (2010)
- Common Purpose (Leadership Programme) Graduate - Greater Manchester Programme (2003)
- Professional Certificate in Management - Open University Business School (2003)
- BA Hons French Studies - University of Manchester (1994)

REFERENCES AND FURTHER INFORMATION

Multiple recommendations from clients and colleagues are available on my LinkedIn professional profile at <http://uk.linkedin.com/in/hollyrowanhesson> and more information on my skills and experience is available at www.hollyrowanhesson.co.uk and www.hollyandjan.co.uk

APPENDIX – ART AND PHOTOGRAPHY

EXHIBITIONS:

- Art and Light, Manchester (Nov 2010 – Jan 2011)
- Hebden Bridge Open Studios, Hebden Bridge (Dec 2010)
- Papergirl Manchester, Manchester (Oct - Nov 2010)
- The Central Station Book – shortlisted (Nov 2010)
- Drawn to Art, Todmorden (July 2010)

COMMISSIONS:

- Various painting and photography private commissions completed June 2010 to present

KEY LINKS:

- Website and blog – www.hollyrowanhesson.co.uk
- Art and photography Facebook page – www.facebook.com/hollyrowanhesson
- Flickr photostream – www.flickr.com/people/hollyrowanhesson/
- Blipfoto gallery - <http://www.blipfolio.com/hollyrowanhesson>
- Twitter - @hollyrowan
- Work for sale at Red Bubble - www.redbubble.com/people/hollyrowan/
- Photography book “Colour Story” - www.blurb.com/user/hollyrowan