



069629903

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SKILLS & ABILITIES

Excellent Command of English Language (Business English)

Business Development

Event Management

Copywriting (website, advertising, editorial, training courses)

Content Creator (advertising, email marketing, social media)

Tanya Hales

ABOUT ME

I graduated with a 1st Bachelor's Degree in Fashion and Communication from the London School of Fashion. I followed a creative path, from Fashion to Publishing, Business Development and Events Management. I also created a Golf Fashion start-up.

In Los Angeles I studied Film Writing and spent time working as a Script Consultant. Now I'm living in Slovenia, looking forward to the next exciting opportunity.

EXPERIENCE

APR 2016 Encyclopaedia Britannica UK

MAY 2019 **Consultant – International Business Development**

I worked on key international accounts (EMEA) to identify and develop strategic processes that would build awareness of brand, resources and company core values, create warm leads and increase sales. I then implemented agreed strategies and measured outcomes and feedback.

I researched and wrote regular EMEA territory reports on International Education Development (with key metrics and statistical analysis) E-Learning in schools and Ministry of Education ICT initiatives. I also taught the Sales Executives at Encyclopaedia Britannica, social media strategies using LinkedIn – "Connect, Build and Deliver Results" ©

JAN 2015 HALES GOLFWEAR

DEC 2018 **CEO and Designer**

I designed women's golf clothing, sourced materials and worked closely with manufacturers and production teams to deliver a unique product. I wrote all company literature, including press releases and advertising campaigns.

JUL 2011 Tudor Barn Eltham

NOV 2015 **Event Producer and Account Manager**

I coordinated private and corporate events at this historical Tudor venue in London. I was able to confidently manage budgets, suppliers and staff onsite at events. I was also responsible for communicating events and activities through social media marketing.