

thezebrapartnership

CAROL WHITEHEAD

KEY SKILLS

Event management, creative project management, sales and marketing, corporate fundraising, product promotion, celebrity endorsement. Associate Member of the Institute of Fundraising.

KEY CLIENTS

Guardian Media Group, The Big Issue In The North, ChildLine. Shelter, Co-operative Group, Rapid Prototyping Systems, Taylor Property Services, IDG Group.

KEY PROJECTS

2005

Management of nationwide fundraising and awareness campaign for Shelter and the Co-operative Group. Organisation of gala balls, football tournaments, celebrity endorsements plus corporate and community events. Exceeded personal fundraising target by 114% in three months.

2004

Business development and project management for Taylor Property Services, a bespoke interior design company.

2002-2004

Corporate fundraising for ChildLine North West, managing key accounts such as Kelloggs, Timpson and Manchester Business School. Organised annual gala ball, theme park family events, corporate breakfasts and lunches, business networking events, an award-winning presence in the Lord Mayor's Parade and celebrity endorsements. Increased corporate revenue by 102%

1999-2002

Secured promotional partnerships with Mars Confectionary, Virgin Drinks and Channel 5 for Untamed Publishing. Managed stand design and sales presence for annual Glassex trade show for RPS Ltd (ongoing). Developed sales department for The Big Issue In The North. B2B and brand development for Tau Press Publishing.

1994-1999

Managed sales, marketing and editorial departments for key magazines in the IDG Media portfolio. Managed launch parties and trade show presence in the UK, Europe and America. Increased group advertising yield by 105%.

1988-1994

Developed and managed classified advertising department for Manchester Evening News. Managed the MEN partnership launch of the first Showcase cinema. Launched MetroGirl magazine.

TRAINING

- 2004: Negotiation Skills, Advanced Press and Media Training, Training Needs Analysis, Coaching and Mentoring Skills for Managers
- 2003: Advanced Securing Business Sponsorship, Charity Law
- 2000: Manchester Business Consortium - Small Business Management
- 1998: European Publishing Institute - Budapest, Hungary
- 1997: Institute of Professional Business Women - Women in Senior Management
- 1997: Understanding Publishing (PPA)
- 1996: Dealing with difficult people (PPA), Presenting to Agencies and the Press (PPA)

Contact

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