# Kerri Braham

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## Professional Profile

Organised and client-focused marketing and events professional with hands-on experience coordinating professional, community, educational and recruitment events alongside multi-channel marketing campaigns, content creation and brand communications. Experienced in event planning, delegate communications, venue and supplier liaison, guest-list management, travel and accommodation arrangements, event materials, on-the-day delivery and post-event evaluation, together with social media management, email marketing, SEO copywriting, graphic design and press liaison. Confident building relationships with guests, stakeholders, external partners and audiences while managing multiple priorities and maintaining high standards of organisation and service. Seeking to bring my marketing, event coordination and client-service experience to a creative venue environment, delivering memorable events while strengthening audience engagement, enquiries and bookings.

## Work Experience

### Marketing Officer

Angel Carers (UK) Ltd | June 2025 – Ongoing

- **Lead the organisation's marketing strategy, communications, campaign planning and delivery** across digital and print advertising, social media, SEO, website, blog, email marketing, PR, recruitment marketing, events and stakeholder communications
- **Led the complete planning and delivery of the company's Open Day**, taking ownership of the event concept, budget, guest communications, promotional campaign, supplier coordination, event materials, delivery and follow-up activity
- Managed invitations and communications across multiple guest groups, including employees, community partners, local organisations, media contacts and senior external stakeholders
- **Secured attendance from the Mayor and Mayoress of Bridport** and coordinated the associated stakeholder communications, photography and press activity
- Designed and produced invitations, signage, flyers, presentations, social media content, press materials and post-event communications
- **Acted as a central point of contact** for external partners, suppliers, designers, printers, photographers, publications and community organisations, managing briefs, branded materials, production deadlines, amendments and final delivery
- **Led event promotion and branded communications** for the organisation's new office, community hub and VERA wellbeing space
- **Plan and deliver integrated campaign schedules** and content calendars to support brand awareness, recruitment, client enquiries, community engagement and local visibility across Dorset, Devon and Somerset
- **Manage paid and organic campaigns across Facebook, Instagram and Google Ads**, achieving 565,000 Facebook views, a 1,200% increase in views, a 718% increase in reach and a 109% increase in engagement within four months
- Supported a 178.6% increase in website traffic and a 119.8% rise in new visitors, contributing to more than 99 job applications and 87 new client enquiries within four months
- Produce clear and professional client, recruitment and stakeholder communications across email, website, social media and printed channels

### Audience Engagement Support (AHI NLHF Project)

Nottingham News Centre | Jan – May 2025

- **Supported audience engagement and new audience development** for a heritage-sector project through database building, sector research, resource collation and membership communications
- Built and maintained a database of 200+ contacts across heritage and under-represented community organisations across Wales and England
- **Expanded regional partnership networks across Wales**, strengthening engagement with community organisations

- Researched **audience engagement strategies**, data integrity and membership growth to support outreach planning and stakeholder communications
- Used Excel, Google Workspace and Slack to organise data, coordinate tasks and support collaborative project delivery

### Research and Event Assistant

International Policing and Public Protection Research Institute (IPPPRI) | Jan – Dec 2024

- **Coordinated the full lifecycle of a regional stakeholder conference** – logistics, venue coordination, on-the-day facilitation and post-event evaluation
- **Managed delegate communications**, invitations, registrations and responses before the event
- **Coordinated catering, IT, accommodation, travel, parking and event-related financial administration**
- **Liaised with the venue, suppliers and internal teams** regarding room arrangements, catering, parking, signage and audiovisual requirements
- **Maintained a detailed tracking system** covering attendance, dietary requirements, accessibility needs, travel arrangements and parking requests
- **Prepared agendas, presentations, registration materials, delegate information, signage and supporting event documentation**
- **Served as a key contact for delegates**, responding to enquiries and providing clear information before, during and after the event
- **Coordinated on-the-day delivery, welcomed attendees, supported speakers and resolved practical and technical issues**
- **Analysed attendee feedback and produced post-event reports and presentations** to evaluate impact and inform future activity, with 90% of attendees rating the event "extremely useful"

### Postgraduate Student Ambassador

University of Bristol | Oct 2022 – Sept 2024

- **Supported the running of between 30 – 50 online and in-person events** including webinars, masterclasses, live text chats, Zoom breakout rooms, and student engagement sessions
- **Facilitated a three-day online Summer School** programme for Year 12 students, providing continuous on-the-day support and troubleshooting
- **Delivered presentations and provided guidance and advice to prospective students** on university applications and university life
- **Contributed to widening participation and student engagement activity** through effective communication, presentation and pastoral awareness
- Welcomed prospective students, answered questions and helped participants feel informed and supported throughout each event
- Worked with recruitment, widening-participation and academic colleagues to ensure sessions ran smoothly
- Adapted communication and presentation styles for students from different backgrounds and with different support needs

### E-Marketing Officer (Contract)

Nottingham News Centre CIC & Black Miners Museum | Oct – Dec 2021

- **Led a successful e-marketing and social media campaign to promote NNC**, implementing NNC marketing strategy and growing audience engagement across social media, email and web platforms
- **Created eye-catching digital and print-ready promotional content and materials**, including e-advertising posts, media kits, flyers, logos and PDFs for use across Facebook, Instagram, and Twitter
- Used digital marketing tools including Canva, Mailchimp, WordPress and Issuu for content creation and distribution

### Research and Administrative Assistant

Tobacco Control Research Group | Sept 2018 – May 2019

- Provided office-based and event administration support across research activity and weekly team operations, including agendas, minutes, action points, diaries, appointments and internal communications

- **Updated content** for the TobaccoTactics.org website, supporting accurate, accessible public-facing communication and improved online engagement
- Supported project administration, records management and stakeholder communications, ensuring accuracy, organisation and confidentiality

### Outreach Student Ambassador

University of Bath | Oct 2017 – May 2020

- **Delivered and supported large-scale in-person and virtual recruitment events** and outreach activities, engaging directly with prospective students and school partners
- Acted as a first point of contact for prospective students, parents, teachers and other visitors
- Represented the University independently at events across England and Wales
- Welcomed visitors, handled questions and helped ensure events remained organised and ran smoothly
- **Delivered engaging presentations** on university applications and student life
- Supported Faculty events and distribution of event materials
- Coordinated lead collection and follow-up activity to support ongoing student engagement
- Completed safeguarding training and a Disclosure and Barring Service check
- Worked effectively in busy public-facing environments while maintaining a friendly and professional approach

## Key Skills

- Event Planning and Logistics Management
- Event Budget and Financial Administration
- Social Media and Paid Advertising
- On-Site Event Supervision and Troubleshooting
- Integrated Marketing Campaign Planning
- Digital and Print Content Creation
- Venue, Supplier and Stakeholder Liaison
- Registrations and Attendee Tracking
- Brand Management and Visual Communication
- Audience Engagement and Partnership
- Delegate and Guest Communications
- Post-Event Reporting and Evaluation

## Education

- **The University of Bristol** | (2022 – 2024) | MA Anthropology | Received Merit
- **The University of Bath** | (2016 – 2020) | BSc Sociology | Received 2.1

## References

**References available on request.**