

Mary He

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PERSONAL PROFILE

London-based **Events & Operations professional** with extensive experience delivering high-profile corporate and VIP events. Proven track record in managing complex logistics, operational budgets, and senior stakeholder relationships. Adept at combining traditional operational excellence with Microsoft Office and event operations tools to drive efficiency and seamless event execution.

EXPERIENCE

UKEC (United Kingdom Education Centre)

London

Events & Marketing Coordinator

Jan 2025 – Dec 2025

- Managed event operational budgets, overseeing vendor **invoicing** and **purchase orders (PO)** while identifying cost-saving opportunities through strategic supplier negotiations.
- Coordinated delivery for diverse education expos with 7 university partners and 200+ attendees, managing attendee communications, registration, check-in logistics, transport and real-time troubleshooting.
- Monitored HubSpot CRM records to ensure accurate attendee information and adviser allocation for follow-up engagement.
- Managed post-event follow-up communications and monthly **EDM campaigns** via Mailchimp, using audience segmentation and list cleaning to support feedback collection and promote future events.

SELECTION ANNUAL NETWORKING EVENT (Executive Search)

London

Event Coordinator & Assistant Facilitator

Oct 2024, Oct 2025

- Supported the delivery of an annual senior executive **networking event** for 40+ industry leaders, managing green room logistics and serving as the primary operational point of contact for VIP speakers.
- Supported on-site **run-of-show**, including setup, speaker transitions, sponsor arrangements and real-time operations.
- Supported **corporate event content** by coordinating on-site filming and media capture, ensuring brand-aligned visuals for promotion on social media including LinkedIn and a website.

LONDON MUSEUM & ANFFF (Animal Nature Future Film Festival)

London

Events Coordinator & Host

Jun 2024 – Sep 2024

- Coordinated **high-impact charity gala** and art auction at the London Museum for 40+ VIP guests, including BBC producers, actors, media executives, and wildlife conservation advocates.
- Supported the **event setup, execution and breakdown**, including **cross-functional coordination** between venue teams, catering suppliers, and 9 volunteers, ensuring 100% adherence to strict heritage site regulations.

TEMPER THEATRE (UK – China Commercial Programme)

Hybrid (London & Shanghai)

Programme Initiator & Coordinator

Jul 2025 – Sep 2025

- Initiated and led a UK–China residency programme, negotiating **zero-deposit and non-profit sharing agreements** with premium venues to maintain maximum budget flexibility and minimize financial risk.
- Liaised with **internal and external stakeholders**, including international partners, legal advisors, and creative suppliers to align timelines, logistics and programme requirements and venue logistics.
- Coordinated **cross-border logistics** and hospitality for international participants, managing visa-related timelines and ensuring cultural requirements were integrated into the programme design.

OH MY CREAM (Beauty)

London

Project Initiator & Coordinator

Nov 2025 – Jan 2026

- Initiated an Asian creator-led brand activation partnership with Oh My Cream, generating **300K+** total impressions, 43K organic views and 100+ verified in-store conversions within 30 days.
- Coordinated high-profile invitations, media briefings, and on-site hospitality for luxury-aligned creators, delivering post-event impact reports and engagement analytics.

EDUCATION

KING'S COLLEGE LONDON

London, United Kingdom

MA Digital Culture & Society

2022 – 2023

UNIVERSITY OF LIVERPOOL

Liverpool, United Kingdom

BA International Business

2018 – 2021

TOOLS & SKILLS: Microsoft Office Suite, CRM (HubSpot), Content Creation, Google Analytics, End-to-end Event Logistics, Budget Reconciliation (PO/Invoicing), Vendor Negotiation, C-level Stakeholder Management, Venue & Compliance Management.