

# Mary He

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## PERSONAL PROFILE

**Events and project professional** with experience delivering high-profile events and multi-stakeholder projects across **education, brand, cultural and F&B** sectors. Skilled in coordinating event logistics, managing stakeholder relationships, supporting audience engagement, and contributing to smooth on-site delivery in fast-paced environments. Also brings experience in **digital community engagement** and content performance tracking across social platforms.

## EXPERIENCE

### UKEC (United Kingdom Education Centre)

London

#### *Events & Marketing Executive*

Jan 2025 – Dec 2025

- Coordinated delivery of seminars, student trips, and an education expo involving 7 university partners and 200+ attendees, managing attendee communications, registration, check-in logistics, transport, and real-time troubleshooting.
- Maintained **HubSpot CRM records** to support accurate attendee tracking and follow-up engagement, while managing post-event communications and **EDM campaigns** through audience segmentation and list cleaning.
- Supported **budget administration**, including vendor invoicing, purchase orders, and supplier coordination, helping ensure cost-conscious and well-organised event delivery.

### TEMPER THEATRE (UK – China Commercial Programme)

London & Shanghai

#### *Programme Lead & Executive*

Jul 2025 – Sep 2025

- Initiated and coordinated a UK–China residency programme, leading delivery from concept development through to execution.
- Negotiated **zero-deposit venue agreements** to maintain budget flexibility and minimise financial risk.
- Liaised collaboration between **internal and external stakeholders**, including international partners, venue teams, legal advisors, and creative suppliers, aligning timelines, logistics, and programme requirements.
- Promoted the series of events by **Eventbrite** and social media, attracted over 90 professionals from diverse backgrounds.
- Collected and analysed event **feedback** through quantitative and qualitative surveys to evaluate outcomes for future planning.

### SELECTION ANNUAL NETWORKING EVENT (Executive Search)

London

#### *Event Coordinator & Assistant Facilitator*

Oct 2024, Oct 2025

- Supported delivery of an annual **senior executive networking event** for 40+ industry leaders, managing green room logistics and serving as a primary operational point of contact for VIP keynote speakers.
- Supported on-site run-of-show, including setup, speaker transitions, sponsor arrangements, filming and content capture, and real-time event operations.

### OH MY CREAM (Beauty)

London & Paris

#### *Project Lead & Coordinator*

Nov 2025 – Jan 2026

- Initiated a **creator-led brand activation** partnership, 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 guests and creators, while supporting post-event reporting and engagement analysis.

### MILKSHA (Food & Beverage),

London & Colchester

#### *Events & Social Media Executive*

Jan 2023 – Jan 2024

- Coordinated campus pop-up, new product launch, and grand opening events across university and local community settings, supporting on-site delivery and audience engagement; maintained online social campaign to support in-store events.
- Worked with student associations and external partners to align branding, event requirements, and stakeholder communications in fast-paced environments.
- Contributed to **post-event reporting** for each event by analysing attendance, sales, and engagement data, including one campaign that drove 1,000+ cups sold, reached 500+ customers and generated 300 new social followers.

## 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, Google Workspace, HubSpot CRM, Mailchimp, Eventbrite, Canva, Photoshop, Final Cut Pro, CapCut; Event Logistics, Stakeholder Coordination, Budget Tracking, Vendor Negotiation, Post-event Reporting.