

## Caron Lyon

Tel: 07889 205914

[cj.lyon@pcmcreative.co.uk](mailto:cj.lyon@pcmcreative.co.uk)

### Executive Summary

- A highly creative and innovative Online Community, Events and Media Manager with particular strengths in designing and developing Social Media elements to establish and improve market profile, demonstrating technical knowledge to build new websites, embed external content onto them, sympathetically reviewing any existing digital footprint providing recommendations for improved performance and visibility.
- Exceptional Stakeholder Management skills in presenting and reporting to MD's and Artistic Directors, influencing and persuading Event Managers and Technical Teams, sourcing and negotiating with Sponsors, networking with Speakers and Delegates, and collaborating with Clients.
- Strong Media skills in capturing and broadcasting video and audio content at conferences and events, recording podcasts over Skype, documenting action in progress and embedding real-time coverage to websites and social media.
- Outstanding Project Management skills in analysing, evaluating and researching information, initiating creative and complex ideas, implementing the strategy to plan and deliver positive outcomes.
- Excellent Problem Solving skills in applying root cause analysis, listening and empathising with stakeholders, implementing new systems and processes to co-ordinate activity and provide solutions.

### Key Achievements

- Grew an online Membership of 2230+ over 4 years across 4 major platforms, a result of continued support after conducting an audit into their digital assets carrying out a web based review establishing a Social Media presence, private network and website.
- Achieved 274,341 hits from 2,280,673 Twitter hashtagged impressions for the The Nordic Council of Ministers 2014 Arts and Audiences Conference culminating in a livestream continuity studio going live 6 hours daily over the 3 days of the event held in Reykjavik, Iceland.
- Delivered and devised educational materials for two 5 day courses for a full complement of students. The Web 2.0 Super-User course was accredited by De Montfort University and considered the leading training provider of advancing social technology.
- Raised £12.5k by co-organising a TED.com licenced event in Nottingham, TEDxLaceMarket by offering gold, silver and bronze sponsorship packages, sourcing 10 speakers and working with lead sponsor Capital One to provide volunteers and internal responsibility opportunities.

### Career History

#### Director

#### PCM Creative

**2004 to date**

*Providers of Event and Project Management specialising in Social Media and Associated Technologies*

#### Audiences Europe Network Ltd

- Helped to secure €146k from "EU Lifelong Learning" fund for "Extending The Margins" program through documenting events by capturing video and audio recordings, taking photos and compiling the information into reports and blogs for posting on the members network.
- Provided social technologies advice and media delivery for Audiences Europe Network partner in Belgium, CultuurNet Vlaanderen's "New Technology for New Audiences" conference in Ghent by networking with speakers and delegates, livestreaming through mobile app, Bambuser and distributing to social networks.
- Instrumental in securing the final 25% instalment payment for "Open All Areas" €154k program including the 3 day closing conference hosted by Rotterdam Festivals, Audiences Europe Network partner in The Netherlands for audience development professionals by videoing keynote speakers, interviewing delegates and posting live to the website and social media sites.

#### Rudman Consulting

- Contributed to the £1,200,000 Amb:IT:ion England Project by building, managing and growing 9 regional social networks for Art Council England staff and project participants by using the ning.com platform after performing an audit on the available technology and accessing the projects needs.
- Assisted at 9 Roadshows across England by running workshops on relevant emerging social technology to approximately 50 people per session in each region, providing a live demonstrations of the branded assets created.

### Lucy Locket Fairy Glam Ltd

- Created a new Social Media presence including setting up a Twitter account and training the CEO and Marketing Manager on future use, while improving the MD's LinkedIn Account by joining relevant groups and advocating continuing active participating.
- Co-ordinated the clearance of £12.5k in obsolete stock to Children's Charities by identifying the charities specifically supporting life limiting and shortening illnesses, facilitating the actual delivery and embedding the photographs on the company website

### Nottingham Building Society

- Facilitated the introduction of a new £50k Intranet System by conducting an audit of the old system, finding that various aspects were not being indexed and writing a report for the Communications Director
- Achieved 95% attendance at the Annual Conference by researching the venue, designing the layout, producing a replicating timetabled event for flexible attendance, laying on a shuttle bus and filming the event for staff unable to attend to ensure maximum information dissemination to the company's workforce.

### PCM Projects

- Organised five £4k Bi-Annual 'unconference' MediaCamp events for local businesses to adopt and discuss digital technologies by promoting the event at Networking Groups, building a wiki-style website
- Introduced a monthly concept event "Technology on Trial" held at Nottingham's Galleries of Justice sponsored by a firm of local Solicitors for 30 SME's by independently coordinating, hosting the meetings and working with the legal partners
- Collaborative pioneer at "Cellar 54" a livestreaming HD web studio with Green Screen coordinating interviews for SME's and their clients taking them through the production process and presenting over 100 episodes of weekly web tv shows uploaded to YouTube over 9 months.

### British Equity

- Contributed to the £55k Project to launch their new Online Branch co-ordinating the working party since 2014 to advise the council, collaborating with the 3<sup>rd</sup> Party developers 'NetXra' and from 2016 the wider trade union membership of 44,000.

### **Stage Manager**

### **COG Productions**

**1994-2004**

*Providers of Stage Management, Lighting Design and Audio Visual Services*

### Leicester Haymarket Theatre

- Engaged as the Production Assistant on "The Wizard of Oz" and "Little Night Music" to support the Stage Management team and Designer by acquiring and building props using local networked suppliers.

### Crucible Theatre, Sheffield

- Appointed as the Assistant Stage Manager on 4 plays over 18 months responsible for gathering show notes from the Deputy daily and interpreting immediate needs, analysing scripts for sourcing props during rehearsals and ensuring the props provided, in the right place and maintained.

### Hull Truck Theatre Company

- Acted as the Deputy Stage Manager for the "Gym and Tonic" play which toured large venues nationally show calling by visual and auditory cueing.

### Century Theatre, Keswick

- Employed as Assistant Stage Manager for 3 plays in weekly repertory for 9 months, show calling by cue lights and looking after visiting artists

### Forest Forge Theatre Company

- Engaged to stage manage the rural touring production of a community devised drama 'Over Here' by sourcing all of the props and furniture, overseeing the rehearsals, designing and operating lighting and sound with responsibilities to liaise with the theatre management.

### **Qualifications and Training**

- BA (Hons) in Theatre, Design and Technology - Bretton Hall, Leeds University
- National IT Learning Centre - Distance Learning
- Enterprise Web Maker, Commercial Application of the Web (UCPD) - De Montfort University
- eMarketing and Developing Persuasive Content (UCDP) - De Montfort University