

# Elen B

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## **KEY SKILLS**

- Experienced radio presenter of six years on community and commercial radio stations
- Experienced project planner
- APMG Qualified Prince2 Practitioner
- Qualified researcher
- Five years' experience of managing small teams
- Excellent project initiation, planning, execution, monitoring and evaluation skills
- Using marketing tools, effective graphic design and website SEO to enhance engagement
- Highly organised with an eye for detail
- Reflective and resilient

## **PROFESSIONAL PROFILE**

A qualified PRINCE2 Practitioner with an Honours Degree in Research. I am a radio presenter and project manager. Within the formal employment, I currently recruit, screen, train and match over 150 volunteer career mentors per year, ranging from managers, private bankers to CEO's.

I am the type of person that thinks outside of the box, generating creative ways to achieve tasks and efficiently reach KPI's. I am a self-starter with great initiative and focus, using my skills to research, plan, launch new projects, monitor and evaluate achieved outcome. I have excellent experience in marketing communications and building trustworthy, engaging relationships with people from all backgrounds.

'What my colleagues say about me' - I am an excellent communicator with a magnetic, genuine personality and a resilient, old fashion work ethic that gets the job done.

## **RADIO PROFILE**

Once a week Elen B presents a Saturday Breakfast show 'Breakfast with Elen B' online.

Elen B's career in radio began in 2011, and she quickly become know as the 'voice of the community' on Mystic Radio Live. To date Elen B has interviewed the UK High Commissioner of Jamaica, reggae super star Sanchez, Dawn Penn, Omar, Chris Eubanks, Eddie Nester and Robbie G, Top Boy actor Xavien Russell, John Barnes, Stylo G, Elaine, Tarrus Riley, Tippa Irie, Jimmy Riley, Leroy Gibbon, Top Cat, Zamunda, Wally British, George Ruddock (The Voice Newspaper Managing Director), Dj Fashion from Miami and specialists from a wide range of professions, such as family therapists, lawyers, entrepreneurs, business advisors, Dj's, gang intervention specialists, mothers, fathers, grandmothers, grandfathers, young adults and children.

## **QUALIFICATIONS**

<b>2015</b>	<b>ILM Level 3 Coaching</b>	<b>OMP, London</b>
<b>2013</b>	<b>PRINCE2 Registered Practitioner Certification</b>	<b>APMG International, London</b>
<b>2000 - 2003</b>	<b>BSc Honours Social Research (2:2)</b>	<b>London Metropolitan University</b>
<b>1995 - 1998</b>	<b>BTEC Advanced Health and Social Care (Merit)</b>	<b>Oakland's College, St. Albans</b>

## CAREER SUMMARY

**2014 to date**

**2<sup>nd</sup> Chance Education**

**Southwark, London**

### **Project Manager**

Recruiting, training, supporting and coordinating a growing team of volunteer career mentors who offer specialist employment mentoring and coaching support to 18-24 year olds, as they make their transition from the 2nd Chance program into employment.

- Planning and managing programme from initiation stage in line with larger programme scope.
- Develop planning timelines using Asta Power Project and MS Project Software.
- Advertising, interviewing and matching professionals from Corporate London.
- Designing project deliverables, designing training resources, support and monitoring processes.
- Organising and facilitating mentoring training, networking sessions.
- Liaising with Corporate CSR teams, monitoring and supervising each mentoring relationship.
- Establishing safeguarding policies in line with 2<sup>nd</sup> Chance policies and procedures.
- Analysing and maintaining data accurately, reporting to Directors and Trustees.

I successfully designed and initiated a seven stage mentoring program. By using effective marketing techniques within the mentoring project, I also assisted in the recruitment of 18-24 years onto the larger 2<sup>nd</sup> Chance programme. More importantly, after analysing the larger 2<sup>nd</sup> Chance programme needs, I created high impact mentoring resources that were rolled out and embedded across the organisation.

**2012 to 2014**

**Freelance Career Development Consultant**

Working with organisations new to working with NEET young people, I designed and delivered bespoke career development, mentoring and IAG sessions.

*Contracted to work with;*

- **MLQ Training - Residential lettings career development consultant**
  - Designed and delivered career development program.
  - Working to KPI's, cold calling and building partnerships with Estate Agents across London.
  - Interviewing candidates, reviewing CV's, identifying relevant strengths, skills and experience.
  - Creating company policy and procedures, included ensuring terms of business are signed.
  - Working with 10K budget to create and print marketing materials.
- **Reprezent FM Radio - Youth arts award radio presenting and production course**
  - Initiated a new project delivering careers advice, mentoring and one to one IAG.
  - Enhancing participants learning and development outcomes.
  - Reporting back to larger programme managers with IEP's and user engagement opportunities.
- **NACRO - London Youth Contract (LYC)**

The LYC was a government initiative to significantly reduce 16 – 17 year old NEET's by offering outreach and intensive support to engage clients into employment or training opportunities.

- Responsible for implementing the London Youth Contract in Havering.
- Establishing long term partnerships with Local Authority agencies.
- Delivering one to one career development consultations.
- Meeting weekly targets and reporting back to Senior Project Manager.
- Indicating barriers or risks to young person's progression and creating IEP to overcome them.

Initiating the project in Havering strengthened my skills in; project management, presenting information to senior teams, selling and networking. I also gained experience of the government's 'payment by results' scheme.

**2010 to date**

**RADIO PRESENTER**

**London**

Progressing from online radio to Colourful Radio a DAB station, I continue to entertain and inform listeners by producing and presenting information regarding a vast range of issues related to urban culture and community development; in an accessible, attractive and entertaining manner.

My duties include;

- Working to minute by minute and weekly targets and deadlines
- Researching relevant current trends, news and current affairs.
- Developing 'wellbeing' related campaigns.
- Updating social media networks.
- Writing strategic communications plan and generating effective ideas within budget.
- Writing show plans and conducting interviews in a studio or over the phone.
- Monitoring and evaluating listener feedback.

Since commencing my show I have effectively learnt how to promote, produce and present for radio. I have successfully developed and maintained positive relationships with sponsors, local businesses and loyal listeners.

**PROFESSIONAL PHOTOGRAPHER**

**London**

**2009 to 2012      Wedding Photographer and Educational Workshop Facilitator**

**WEDDING PHOTOGRAPHER**

Working as the main photographer on a seasonal basis. Delivering the highest standard of service.

- Selling my photography service to couples. Creating wedding industry affiliates.
- Developing strong relationships with clients and partners.
- Marketing and following up cold and warm leads.
- Capturing and editing photographs.
- Managing accounts, project budgets, including bookkeeping.

I developed my sales and marketing techniques which produced a strong client base within London.

**EDUCATIONAL WORKSHOP FACILITATOR**

Contracted by schools and youth centres, across north east London. Workshops addressed personal development, relevant social issues and career routes within the arts. My main tasks involved;

- Planning and delivering lesson plans for all learning styles.
- Creating marketing material to inform local schools of my services.
- Networking with creative and educational specialists.
- Generating bookings via referrals and cold calling secondary schools / community youth groups.

I also project managed and coordinated a three month photographic exhibition at Bruce Castle Park Museum that aided in promoting my services.

**2006 to 2009**

**REGENTS VOCATIONAL COLLEGE (PRU)**

**Hackney, London**

**Lead Progression Mentor**

I lead a small mentoring team within a multidisciplinary department; I developed a strategic mentoring program that supported the educational, emotional, social and physical wellbeing of the learners.

- Developing and coordinating careers and education guidance programs throughout the provision.
- Assessing student progress and development against set criteria.
- Organising and implementing the annual work experience program and careers fairs.
- Leading and coordinating educational programs for Social Skills and PSHCE.
- Liaising with external agencies, i.e. Social Services, Connexions, Probation and local businesses.

I developed and implemented an effective peer support program for the provision, through conducting primary and secondary research in order to gain an understanding of the learners and their motivational triggers. Regent's incorporated this programme into the provisions structure, to teach and manage learner behaviour.

**HOBBIES AND INTERESTS** Radio broadcasting including radio production, current affairs, walking in the woodlands, art and all things creative, keeping fit.

**REFERENCES** Available on request

