


Iain Kennedy

 www.iainkennedy.com (About, FAQ, References, Certificates)

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 (+1) 647 XXX-XXXX

Summary of Relevant Skills:

- Confident and polite in all professional communications, online and in-person, with a wide variety of stakeholders.
- Adept at using technology to find solutions and drive productivity, with a strong ability to communicate technical concepts to both technical and non-technical stakeholders.
- Organised and collaborative, with experience balancing multiple projects and deadlines in a pressurised, time-sensitive environment.

Summary of Professional Experience:

Sales & Research Consultant, 2020-

- Took a career break following graduation and the onset of the COVID-19 pandemic. Assisted clients in the events industry with outreach and rescheduling for cancelled in-person events.
- Provided research, qualitative data analysis and reporting for clients in the humanitarian sector, helping them to re-align strategy with the UN's 2030 Sustainable Development Goals.
- Provided a range of services to other clients, including sales support and outreach, research and analysis, copywriting and editing, and project-specific tasks.

Global Events Consultant, Innovation Enterprise/Argyle Executive Forum, 2018-2019

- Negotiated new remote role. Worked between 20-30 hours per week, whilst studying towards an undergraduate degree at the University of Toronto.
- Covered internal and external communications for UK based teams outside of their working hours, served as a go-between for the New York office, and helped to troubleshoot poorly performing events whenever possible.

Global Events Manager, Innovation Enterprise, 2016-2018

- Managed attendee demographics according to seniority, targeting executives from specific industries or companies at the behest of event sponsors, or to keep events on topic.
- Organised events globally, efficiently balancing competing timetables, topics and time-zones in order to deliver events on time and to stakeholder expectations.
- Reached out to attendees from previous years to maintain relationships and negotiate repeat attendance. Followed up with all attendees post event to up-sell digital services and analyse event feedback.

Business Development Executive, EngageTech Ltd, 2016

- Developed and executed targeted sales campaigns alongside industry leading technology companies like IBM, Cisco, and SAP.
- Curated and qualified leads according to the specific requirements of clients' in-house sales teams, and placed regular calls and emails to all qualified companies offering to set up a demonstration of clients' services.

Education:

Honours Bachelor of Arts, University of Toronto, Nov. 2019
Specialist in Political Science, Minor in Celtic Studies,