

# Richard Larley CURRICULUM VITAE

www.richardlarley.co.uk

MUSIC MARKETING PROFESSIONAL & TV RUNNER

## CURRENT ROLE

September 2014 - Present

### Absolute - Digital Retail Marketing Manager

My role at Absolute Label Services sees me managing our relationships with a number of digital retailers and streaming services consistently securing topline playlist and editorial placement for our releases, including a significant number of weekly 'New Music' playlist placements each Friday.



## CONTACT INFO

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## CURRENT LOCATION

South London (willing to relocate).

## A LITTLE ABOUT ME

I'm a 25 year old professional with a degree in Content Development & Production currently working in a digital marketing role in the music industry. I have experience in television production and event management.

## NOTABLE INFO

- Full clean UK B, B1 & fkp Driving Licence held since November 2011.
- Experience driving Transit Luton vans.
- UK Passport valid through to 2023.
- Extensive knowledge of Facebook's advertising platform.
- Comfortable using FCPX, FCP7, Photoshop, InDesign & Premiere Pro.
- Knowledge of HTML, CSS & WordPress.

## EDUCATION

**Ravensbourne**

September 2010 - June 2012

BA (Hons) Content Development And Production

## CAREER HISTORY

(by date started)

### Thames TV - The X Factor Production Runner

Supporting the production of The X Factor series 14 (2017) as a runner over the following dates: The O2 - Open auditions, Thorpe Park - Judges auditions, The SSE Arena Wembley - Bootcamp, plus additional A&R support days at the FremantleMedia/Thames office.

### BBC - Runner

I worked as a runner at valuation and auction events for The BBC's Flog It! Duties included supporting the roaming camera team, looking after members of the public, transporting antiques to the wrapping room and providing refreshments for the team.

### Applause Store - Audience Manager

I worked as an Audience Manager at Applause Store providing audiences for television shows. My role involved liaising with production to ensure audiences are brought onto the set on time and in a safe and organised manner as well as dealing with audience members who arrive after capacity has been reached.

### Telefónica | O2 - Web Manager & Social Media

I worked on the content and outreach team for Campus Party - a 'Glastonbury for geeks' which took place at The O2 in September 2013. I managed the event's web content and assisted the social media response team.

### Rough Hill - Event Manager

I worked briefly for Rough Hill, assisting with the management of Fabric on Monday nights, assisting with the print distribution and recruitment and managing birthday and group bookings over the 2012 Freshers period.

### Olympic Broadcasting Services - Liaison Officer

Over the course of the London 2012 Olympic Games I worked as an aquatic broadcast liaison officer, providing assistance to broadcasters and escorting the athletes through the media's interviews. My role contributed towards the overall aim of the London 2012 Olympic Games to inspire a generation.

### Ogilvy - Social Media Team

I was asked by Ogilvy to tweet on behalf of British Airways for their #HomeAdvantage Olympic advertising campaign where they asked customers not to fly but instead support Team GB at the Olympics. I worked at their office for a few days responding to queries on Twitter via CoTweet.

### Ravensbourne Students' Union - Head of Events

During my year as elected Head of Events at Ravensbourne Students' Union I was tasked with managing a number of student events in and around The O2 in North Greenwich. My duties also stretched to dealing with student concerns and sitting on committee meetings in the boardroom.

### Levy Restaurants - Premium Bar Staff

I work for Levy Restaurants at The O2 Arena in London. After being promoted to the premium bars team having worked less than 10 shows my role now involves serving food and drinks within Sky Backstage, a premium capacity bar which receives some of the highest customer satisfaction rates in the whole arena.



Part of FremantleMedia UK



May 2017 - July 2017

July 2014 & August 2014

May 2014 - December 2015

May 2013 - September 2013

September 2012 - October 2012

July 2012 - August 2012

June 2012

July 2011 - July 2012

May 2011 - December 2014

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