

# BECKY HAYES

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## PROFILE

Highly motivated / Creative / Ambitious / Hard working / Proven track record / Nine years of experience working in the Marketing and Events industry, including in-house, agency, and freelance roles. Career highlights include:

- Launch and management of a creative start-up Foto Ruta in Buenos Aires and the roll-out of international branches in London, Barcelona and Santiago.
- Account Director at one of London's top independent agencies managing a number of ground breaking campaigns for some of the world's best known brands
- Events project manager at Westfield Shopping centre during 2012 London Olympics

## EDUCATION

**2:1 BAhons International Business & Marketing**

Manchester Metropolitan University

**3 A-Levels - A,B,C**

Cherwell School

**9 GCSEs**

Cherwell School

## CERTIFICATES

**City and Guilds diploma in Photography**

**CIPR Advanced Certificate (UK's Chartered Institute of PR)**

**Certificate in photography lighting**

**TEFL(teaching English as a foreign language) Qualification**

**ILS course Adobe Illustrator**

**Spanish Level Advanced - Spanish**

## EMPLOYMENT

**Foto Ruta; Buenos Aires, London, Barcelona, Santiago // [www.foto-ruta.co.uk](http://www.foto-ruta.co.uk)**  
**Director and Founder April 2011 - Current**

Launched a creative photography start-up in Buenos Aires.

Within three years Foto Ruta expanded to Santiago, Barcelona and London and is now a succesful and profit turning company with an impressive portfolio of press exposure, client reviews and large corporate clients.

**Westfield Stratford and Shepards Bush // [www.uk.westfield/london](http://www.uk.westfield/london)**  
**Events Project Manager - 2012 Summer and Winter**

Freelance events project manager working across Westfield London and Westfield Stratford sites, project managing entire production of events schedule over key periods including Olympic Summer 2012 and Christmas 2012.

**Capitalize the brand fan agency // [www.capitalize.co.uk](http://www.capitalize.co.uk)**  
**Account Director - 2006 - 2010**

Management of sports and entertainment campaigns including sponsorship, PR, experiential and digital activations.

Managed high budget campaigns for the following brands-Bacardi, Eristoff, Merrell, Puma, JD Sports, Standard Chartered Bank, Yamaha, & Think Road Safety.

**New Wave Marketing**  
Freelance Marketing Consulting 2011 - 2012

**Expanish Spanish School**  
Marketing Manager 2010 - 2011

**AstraZeneca Pharmaceuticals**  
PR and Communications Assistant 2004 - 2005

## INTERESTS/ACHIEVEMENTS

Fluent Spanish Speaker

Scuba Diving PADI

Ran the 2007 London Marathon raising £2,000 for charity

Launched a succesful creative start-up in South America. Now with branches in London, Barcelona & Santiago