

Simi Valecha

A highly competent and creative individual with excellent communication, interfacing and networking skills. A confident team manager experienced within a multi-national organisation, used to taking the lead and using initiative in order to get processes completed with excellent problem solving abilities. A dynamic self-starter with strong Project Management skills, delivering to the highest standard at all times.

Skills and Training

- Computer Literate in Microsoft Office, Photoshop, Illustrator and Quark Express
- Project Management Core Training
- Powerful Presentations
- Influencing Skills

Employment History

April - August 2009 (attachment): BBC Outreach, Corporate Social Responsibility (CSR), London

Position: Project Coordinator

- Managing the implementation, design and coordination of the Diversity Project 'Is the BBC for Me?' in association with a multitude of charity youth organizations.
- Coordinating the mentoring scheme for all participants within various BBC internal departments, enabling all mentees to gain invaluable work experience and networking possibilities within the BBC.
- Project managing all aspects of the program; communications, coordination, assessment and evaluation.

Achievements

- Developing a successful mentoring program and effectively running it to completion thus proving it be worthy of being further adopted by the BBC Nations and Regions across the UK.
- Arranging work experience within the BBC for participants, ensuring each participant had suitable and fruitful experiences in areas of interest to them.
- Successfully built relationships between each member of the scheme, with proven stakeholder management skills, trouble shooting and resolving working or personal issues between members of the scheme.
- Producing an analysis report, assessing effectiveness of the scheme and producing working solutions for further roll out in other regions of the BBC across the UK by capturing, synthesizing and sharing findings.

May 2007 – July 2009: BBC Events, BBC Head Office, London

Position: Events Coordinator

- Designing, planning and delivering opinion former events from inception, maintaining a creative lead from concept to completion pan BBC, then moving onto evaluation
- Building strong internal and external working relationships
- Maintaining budgetary control over all events and projects
- Strong stakeholder management skills and project management maintaining focused and task orientated planning

Achievements

- Successfully created opinion former events centered around the audience reflecting the overall BBC brand and communicating key messages important to the BBC e.g. The BBC Electric Proms VIP Party attracting 'new gen' key talent adding value to the BBC Electric Proms brand
- Understanding each individual internal client's aims and objectives and working hard towards them e.g. 'The Young Film Makers Festival Reception' developed by the CSR team, to produce culmination event in a short time frame with reduced budget
- Strategically designing and producing entertaining and targeted events within budget and tonally in tune with specific BBC Brands e.g. BBC Audio & Music Summer Reception 2008

May 2006 – May 2007: BBC Events and Publications, BBC Head Office, London

Position: Events & Publications Coordinator

- Strategically planning the production and management of various bespoke publications for the BBC
- Sourcing and liaising with design agencies, writing briefs and managing client and designer relationships
- Cross functional team working across sub brands of the BBC

Achievements

- Successfully delivering all publications to the strategic vision and brief, in budget and on time e.g. Launch Brochure for the Pacific Quay's Building in Scotland 2007
- Developing and building fruitful relationships with all internal clients working in a fully integrated way across the breadth of the organisation e.g. content picture research for the BBC Annual Report
- Creatively brainstorming ideas and concepts with design agencies adding value to all publications worked on helping to develop solutions for end results. Projects include: The Official BBC Christmas Card 2007, The Abolition of Slavery publication 2007, Director-General Mark Thompson Speech Publication 2008
- Lead as brand guardian on all use of BBC Brand ensuring consistency of visual look, brand image, identity and communications messages

April 2005 – March 2006: Showcase PR, London

Position: Events Manager

- Design and management of full marketing strategy with promotional campaign for events
- Project managing and successfully coordinated and delivering excellent events held by the firm
- Efficient dealings with all press and media coverage

Achievements

- Promoted and managed monthly comedy nights raising profile of comics and adding to company portfolio
- Establishing and maintaining a brand whilst building recognition in the young Asian market
- Directing, managing and supporting the team in pressurised circumstances
- Remaining within budget and delivering on time and to strategy
- Orchestrating the smooth running of events with efficiency and ease

June 2004 – March 2005: The London Art House, London

Position: Events Coordinator

- Office Administration Skills, handling enquiries, dealing with new client booking from start to finish
- Collaborating with the operations team daily finalising details of all events
- Ensuring all client's needs were met to the highest possible standards
- Events ranged from meeting and conferences to Charity Balls and Corporate parties

Education History

- **MA Mass Communication** – Dissertation: Second Generation British Asian Identity and its representation through film and TV
London Metropolitan University 2002 – 2003 Ladbrooke House 62 – 66 Highbury Grove, London N5 2AD
- **BA Hons in Graphic Design**
Kingston University 1999 – 2002 Knights Park, Kingston Upon Thames, Surrey KT1 2QJ
- **A Levels**
Northwood College School for Girls 1996 – 1998 Maxwell Road, Northwood, Middlesex HA6 2YE
Graphic Design (A), Business Studies (B) English Literature and Language (B)
- **GCSEs**
St. Andrews School 1988 – 1996 Gloucester Road, North Harrow, Middlesex
Art & Design, English Literature, English Language, Biology, Maths, French, History, Economics

Personal Interests

- Active interest and participation in charities and volunteer work
- Trained in Indian Classical Dance 'Kathak' at Post Diploma Level at Bhartiya Vidhya Bhavan, London
- Keen interest in media, cultures and languages
- Traveling; Backpacking through India, Thailand and Cambodia from Dec 03 - March 04
- PADI certified open water scuba diver

Contact Details

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References available upon request