

VICTORIA WOOLERTON

Senior Event Manager

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SUMMARY

Experienced Event Manager with 12 years of expertise in planning, coordinating, and delivering high-profile live events across corporate, entertainment, and public sectors. Skilled in end-to-end event management, including budgeting, logistics, stakeholder engagement, supplier management, and on-site operations. Proven track record of creating exceptional audience experiences while ensuring seamless execution, safety, and operational excellence. Adept at managing multiple projects simultaneously in fast-paced environments and leading teams to deliver successful events on time and within budget.

WORK EXPERIENCE

Senior Event Manager, NFL

May 2026 – Current Day

- Source, negotiate, and manage hotel contracts for NFL events and programmes.
- Coordinate accommodation for league staff, club personnel, officials, broadcasters, sponsors, VIP guests, and event suppliers.
- Plan and deliver premium hospitality experiences for VIP guests and stakeholders.
- Coordinate hospitality programmes, lounges, receptions, and exclusive event experiences.
- Manage guest lists, invitations, seating plans, and hospitality schedules.
- Liaise with catering teams, venues, sponsors, and hospitality suppliers.
- Ensure VIP guests receive a high-quality, personalised experience throughout each event.
- Manage venue logistics, including loading docks, equipment delivery, storage, setup, breakdown, and inventory management.
- Collaborate with stadium operations, security, broadcasting, hospitality, facilities, and external partners to ensure all operational requirements are met.
- Oversee vendor selection, contract compliance, and performance for transportation, equipment rental, staging, catering, and event services.

Event Manager, MF Sports & Misfits Boxing

June 2022 – May 2026

- Coordinate domestic and international travel for fighters, coaches, officials, staff, and guests.
- Book and manage flights, ground transportation, airport transfers, and vehicle requirements.
- Source, negotiate, and contract hotels for event personnel.
- Manage rooming lists for boxers, teams, officials, production crews, VIPs, and staff.
- Coordinate VIP hospitality and guest ticket requests.
- Work with ticketing providers and venue box offices.
- Support the planning and delivery of boxing events from initial planning through event completion.
- Develop operational timelines and logistics schedules.
- Liaise with venues regarding operational requirements.
- Coordinate supplier deliveries and event logistics.
- Support weigh-ins, press conferences, media days, and fight night operations.
- Troubleshoot operational issues in real time.

Event Manager, Hennessy Sports

June 2021 – June 2022

Event Manager, Royal College of Psychiatrists

March 2021 – June 2021

Event Manager, Cyclone Promotions

June 2017 – March 2021

Event Manager, Global Data

February 2015 – June 2017

Event Coordinator, Hearst

August 2014 – February 2015

Event Coordinator, IHG Hotels

April 2014 – August 2014

EDUCATION

Bachelor of Event Manager

September 2010 – September 2013

University of East London

- Final Grade – 1st

KEY SKILLS

- Event Management
- Vendor Management
- Negotiation
- Team Leader
- Problem-Solving
- Time Management
- Relationship Management
- Market Analysis