

Curriculum Vitae

Personal Information

First name(s)/Surname(s)

Professional email

Work phone

Laura Cheeseman

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31 (0) 20 625 36 25

Position/Organization

Work Experience

Dates

Occupation or position held

Main activities and responsibilities

April 2021–Present

Communications Officer

Manage the IEA General Assembly meeting from the logistics of the meeting through to the creation of the agenda and supplementary material.

Coordinate the production, promotion, and the translation of of the *IEA*

Compass: Briefs Education Series and *IEA Teacher Snippets* in collaboration with

Develop Teacher offering from IEA with the Series Editors of the Teacher publications.

Create and manage the IEA Quarterly Newsletter.

Manage the content on the IEA website.

Support with copy writing, editing, and proofing of IEA and study-related material.

Name of employer

Type of business or sector

Stichting IEA Secretariaat Nederland, IEA Amsterdam

Non-profit research organization

Dates

Occupation or position held

Main activities and responsibilities

2019–2020

Marketing Coordinator

Manage the WYSE Travel Confederation digital channels and editorial calendar.

Create content for social media channels and the WYSE Travel Confederation and event websites.

Produce regular metric reports on social media and manage BoD's social media presence

Project manage the production of offline materials for WYSE Travel

Confederation events and exhibitions

WYSE Travel Confederation

Membership Association: Travel

Name of employer

Type of business or sector

Dates

Occupation or position held

Main activities and responsibilities

2017–2019

Events Coordinator

Coordinate all logistical elements of CANSO conferences in collaboration with the events team while keeping to budget.

Negotiate contract terms with hotels and ensure that all logistics are met.

Project manage the creation of all conference materials, including the printed program.

Manage speaker and delegate expectation as their first point of contact.

CANSO

Membership Association: Air Traffic Management

Name of employer

Type of business or sector

Dates	2014–2017
Occupation or position held	Events and Communications Officer
Main activities and responsibilities	Led alumni communications programme including; maintaining the alumni website, managing email campaigns, and alumni Facebook and Twitter accounts. Managed events that brought alumni back to campus to share their stories with students and participate in CPD opportunities. All the work carried out fostered relationships between LSBU alumni and the institution, ensuring graduates were involved in improving the employability of current students. Collaborated with colleagues working across departments to create and develop content and events that instils pride amongst LSBU's stakeholders.
Name of employer	London South Bank University
Type of business or sector	University
Other Professional Activities	
Past	Girl Gone International (GGI) is a volunteer-powered global and local community on a mission to connect, represent, and empower women who live and travel abroad. As voluntary Community Manager, I was responsible for facilitating meaningful engagement within the Facebook group of over 21,000 GGIs via event strategy and content management within the Amsterdam team. Each month, I hosted at least one GGI event to connect members in Amsterdam.
Education and Training	
Dates	2008–2011
Title of qualification awarded	BSc Hons in Event Management
Principle subjects/occupational skills covered	Event Logistics, experience economy, marketing, public relations
Name and type of organization providing education and training	University of Plymouth
Personal Skills and Competencies	
Mother tongue(s)	English