



# I'M ROXY ROBINSON

# WRITER ACADEMIC EVENTS CONSULTANT

## EXPERIENCE

### Senior Lecturer

UK Centre for Events Management, Leeds Beckett University

January 2012 – present

Developing course content and delivering lectures in Events Management across a range of professional modules.

### Creative Coordinator From the Fields Ltd

December 2014 – present

Arts Booker and bid writer for Kendal Calling and other portfolio events.

### Marketing Manager

Beacons Festival Limited (now BeaconsMetro)

January 2012 – May 2014

Overseeing marketing strategy for expanding event from 3k to 8k capacity.

### Lecturer

School of Music, University of Leeds

March 2010 – November 2011

Delivering lectures in Music, Patronage and Commerce and Music in History and Culture.

### Arts Manager

Kendal Calling Festival

January 2009 – August 2009

Managing site décor design and coordinating installation.

### Production Manager

Big Love Inflatable Church Ltd

May 2008 – September 2008

Production managing a touring performance installation at RockNess, Bloom, Glade, Bestival and Electric Picnic.

### Music Programming and Marketing Manager

Carpe Diem/TCG Acquisitions

September 2006 – May 2009

Managing a cohort of promoters for a popular live music venue.

### Events Consultant

The Scarman Trust

August – September 2006

Producing 'Yorkshire Can Do 2006' to showcase the projects of successful Scarman Trust funding applicants.

### Events Manager

Raisetheroo

2004 – present

Founder and organiser of a 1400 capacity, sellout clubnight in Leeds.

## PROFESSIONAL PROFILE

Roxy is a self-confessed events enthusiast.

As a senior lecturer at the UK Centre for Events Management, Leeds Beckett University, she specializes in Creative Event Design and Celebration, Ritual and Culture. In 2012, was awarded a doctorate for her research in participation at UK festivals from the University of Leeds.

She has also become a steadfast writer.

Her first major publication was released in May 2015, a chapter in Pop Festival: Music, History, Media, Culture, which was edited by her scholastic hero, Professor George McKay.

Her own fully authored text, Music Festivals and the Politics of Participation, is out now.

Roxy has also embarked on a post-doctoral research project exploring sociality and protest in the Middle East.

Outside of academia, the rest of her time is spent delivering consultancy for industry clients.

In 2015, Roxy launched 'Lost Eden', an immersive arts arena funded by the Arts Council England, for the multi award-winning festival Kendal Calling. Roxy is currently expanding her clientele and events portfolio, and is working on a range of new projects for 2016.



## POSTGRADUATE DEGREES

Master of Science in Events Management  
Leeds Metropolitan University

2005 – 2006

PhD: *The Politics of Participation: Burning Man and British Festival Culture*  
University of Leeds

2008 – 2012

## TRAINING QUALIFICATIONS

### WEA COURSES

Introduction to Live Sound Engineering  
Music Journalism  
How to set up a DIY Record Label

### SDDU

Assessing Music Students  
Lecturing in Music – Large Groups  
Lecturing in Music – Small Groups  
Teaching Music Seminars

### SKILLS@LIBRARY

Statistics for the Social Sciences  
Web of Science  
RSS and Publication Alerts for Research  
Endnote  
Project Managing Your Research Degree

## SKILLS



PUBLIC SPEAKING



STRATEGIC MANAGEMENT OF EVENTS



CREATIVE EVENT DESIGN



BRAND AND MARKETING STRATEGY



SOCIAL MEDIA



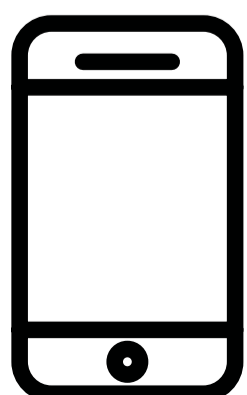
BID WRITING & ARTS FUNDING



ACADEMIC RESEARCH

"I had the privilege of supervising Roxy during her doctoral research, a time in which she developed a fluency in her writing and a critical acumen second to none. This is now evident for all to see in her insightful book Music Festivals and the Politics of Participation (Ashgate, 2015). She offers an original account of the rise of the 'boutique' festival. Her academic arguments are strengthened by her years of personal experience as an events organizer—she truly knows her festivals, from the business side as well as the academic side"  
- Professor Derek Scott

## TESTIMONIAL



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