

**An experienced marketing, PR and operations manager working with small companies and large public sector organisations.
A creative problem solver with a demonstrable record of achievement and getting things done.**

Working on a self-employed, freelance basis, I am available for one-off, short term contracts or ongoing, long term projects.
<http://www.bill-leach.co.uk/freelance/>. Projects to date include:

Black Arrow Space Technologies Ltd

Marketing, Public Relations, Social Media Management, Event and Exhibition Management for start-up space company Black Arrow and sister company Astrotanks Ltd.

Salford University

3-month commission working on a consultancy project in Abu Dhabi coordinating English/Arabic translation & QA process for documents created by 24 Consultants to meet tight client deadlines

Rebound Carers Support Group

Managing the website and Social Media presence of the Rebound Carers Support group, a charity in Portsmouth

Sir Richard Hotham Project, Bognor Regis

Managing Social Media, PR & creating presentation material supporting a proposed £90 million Bognor Regis regeneration project.

Infin8 One Ltd

Business consultancy support for a portfolio of aviation and space-related projects, including website creation and management.

Tim Rampton Wealth Management / Cavell Associates

Working with the partners to develop their use of Act!™ CRM software for client record management, process automation & customer contact development, including the use of mailings and Social Media.

Heartspace

Administration, website and social media management for local community group.

Metropolitan Housing

Working in partnership with ISPB Ltd:

- Developing community Facebook pages promoting job & training opportunities in Derby, Nottingham and West Hendon.
- Developing & delivering workshops on Social Media to support job applications and on Interview & Presentation Skills

Three Counties Family Law Group

Creating and managing a website for a group of lawyers and counsellors in West Sussex, Hampshire and Surrey.

Business and IP Centre, Northamptonshire

With ISPB, preparing & delivering workshops to small business owners: *Introduction to Effective Websites for Small Businesses*

Central Helicopters / Nottingham Heliport

Awareness raising activity through email shots, website copy, blogs, social media

Skills

Aviation Management

- Operational management experience within helicopter flight schools and AOC charter operators, including planning and delivering bespoke charter flights, shuttle flights to major events, pleasure & sightseeing flights within the requirements of the Air Operators Certificate and Company Operations Manual. Planning and coordinating aircraft maintenance within the terms of the CAME (Company Aircraft Maintenance Exposition)
- Advising Black Arrow Space Technologies on helicopter operations from their premises and from proposed seaborne spaceport

Marketing, PR and Social Media

Developed and delivered Press and PR, Marketing and Social Media campaigns within the aviation, events and venue management sectors as well as for various public, private and voluntary sector clients

- Delivered a Press and PR campaign for Elite Helicopters for a proposed Heliport in Portland, Dorset resulting in extensive TV, Radio, Press and online coverage
- Webmaster for www.elitehelicopters.co.uk and www.elitehelicopterflights.co.uk
- Elite Helicopters Facebook page, Twitter page, LinkedIn page and Google+ page
- Webmaster for Arun Speakers Club (www.arunspeakers.net), Facebook, Twitter and LinkedIn pages
- Awarded Best Speakers Club website 2012-13, www.arunspeakers.net, competing against 35 regional clubs

Event and Operations Management

Planned and delivered a wide range of events including helicopter pleasure flying, dinners, conferences, press launches, and awards ceremonies:

- Organised helicopter pleasure & shuttle flights at the Waddington International Air Show on 8 occasions with 2,000 passengers flown over the two-day event each year
- Opening Ceremony and Press Launch for the Magna Science Adventure Centre. Hosted over 115 events during Magna's first year including conferences, receptions, dinners, TV and Radio productions, exhibitions and product launches
- Organising Committee member for Sheffield Lord Mayor's Parade for eight years, including one year as Chair
- Venue management for 1988 SDP Conference inc. 3 days of live TV/radio broadcasts at Sheffield Octagon Centre

Sales and Customer Service

Sold services to the public, businesses, governmental and non-governmental organisations and develop good working relationships with clients during the planning and delivery process:

- Sold sightseeing flights to the public, directly and through third parties such as Red Letter Days and Virgin Experiences.
- Sold and delivered a helicopter shuttle service between London and Farnborough Air Show
- Sold and delivered services for large residential conferences including multi-venue conference facilities, accommodation, catering, transport and social programme.

Public Speaking and Presentation

Written and delivered presentations:

- Interviewed on TV and radio, including a live two hour guided tour on Magna's opening day
- Gave over 150 presentations in 2 years to business and community groups on behalf of Magna
- Winner of Junior Chamber International Regional Debating Competitions and Public Speaking competitions

Career History

Commercial Manager

Elite Helicopters

2011-2015

Marketing, promotional, social media and retail sales activities for a busy helicopter charter and training company. Organise pleasure, sightseeing and corporate day flights. Sell and coordinate charter flights and flight training services.

Operations Manager

Elite Helicopters

2006 - 2011

Sell and arrange helicopter charter flights and flight training. Ensure compliance with company Air Operating Certificate / Flight Training Organisation Certificate. Plan / coordinate aircraft maintenance schedules

Operations Manager

Dragon Helicopters

2002 - 2005

Similar role to Elite Helicopters, above.

Events Manager

Magna Science Adventure Centre

2000 - 2002

Develop the Corporate Hospitality and Events element of Magna's business. Held the company Liquor and Public Entertainments Licences. Represent the company at trade exhibitions and networking events.

Self Employed

Effective Events

1994 - 2000

Organised conferences and events, provided PR services for clients inc. NHS Executive Trent, Emergency Planning Society, TECs, Sheffield City Centre Manager, Supertram.

Career History – 1982 - 1984

NVQ / Management Development Adviser

Sheffield TEC / Sheffield Chamber of Commerce

1992 - 1994

Events Coordinator (inc Royal Opening)

Sheffield Arena

1991

Services Coordinator

Octagon Centre, Sheffield University

1985 - 1991

1,100 seat conference and entertainment venue

Assistant Secretary

Sheffield Chamber of Commerce

1982 - 1985

Education and Training

BA (Hons) Business Studies, 2(ii)

University of Sheffield

Radio Operator's Certificate of Competence
Fire Training (H1 Helicopter), First Aid Training

Airside Safety Course, Airside Driving Course
National Licensee's Certificate

Interests

Arun Speaker's Club

Active member of Arun Speakers Club, a public speaking organisation affiliated to Toastmasters International.

Served on the Committee for over 6 years

President in 2009/10

www.arunspeakers.net

Sheffield Junior Chamber of Commerce

Active member of Sheffield Junior Chamber of Commerce for 13 years, a personal development organisation.

Served on the Council for 10 years

JCI Senator

www.jcisheffield.org.uk