

Jacqueline Larsen

COMMUNICATIONS CONSULTANT
VERBAL | VISUAL | DIGITAL | LIVE



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West End, Brisbane



WHO'S JAQ?

Jacqueline or Jaq - but never Jacqui - is an award winning event manager and experienced communicator. She is an energetic, creative thinker with high levels of organisation and an inordinate amount of energy.

She has been representing clients' brands for twenty years through cleverly written communication, striking visual designs, traffic catching digital presence and live events.

Jaq cares about brand integrity and believes that brand stories are made up of what customers read, hear, see and feel. Therefore it is essential that all elements of communications are fully integrated and strategically positioned for best impact.

Jaq operates two successful businesses: A Way With Words (writing, copywriting, editing and graphic design); and Jumping Jaq Events (corporate and special event design and production) as well as running a large community choir called Soul Song.

The synergies that run through each of these areas allow Jaq the opportunity to combine her creative skills with her organisational expertise.

A natural communicator, Jaq gained a Masters Degree with honours in English Literature and Language at Edinburgh University before entering the world of corporate event production.

In this work, Jaq was able to combine her strong skills for design, writing, stage management, technical operation and administration perfectly in a number of corporate event positions both in the UK and Australia.

More recently, Jacqueline had the opportunity to shift her main focus back to her love of creative work using her writing and design skills. She works with a number of corporate organisations around Australia to develop corporate branding, profiles, internal documentation and copywriting.

Still also producing a number of key events a year, Jacqueline believes that she has found the best of both worlds.

In addition to running her two businesses, Jacqueline is equally creative as a performer, conductor, arranger and producer and is also a published author, with her first children's chapter book published in April 2011.

Jaq's reputation for fabulous shoes precedes her.



JAQ'S JOURNEY

THEME TRADERS, LONDON

Senior Event Manager, designing and producing events throughout the UK for clients including: British Telecom, KPMG, Credit Suisse, Disney, BBC, JP Morgan and Lloyds of London

DG GLOBAL, PERTH

Senior Event Producer, designing and producing events throughout Australia and ASIA for clients including: Leighton Contractors, Diageo International, UDIA, Housing Industry Association, Engineers Australia, Curtin University, West Coast Eagles and Carlton Football Club

MEETINGS & EVENTS AUSTRALIA AWARDS 2006

Named Australian Event Manager of the Year

JUMPING JAQ EVENTS

Founder and director, designing and producing events throughout Australia and SE Asia including IHG Asia Pacific Conference, Cairns Regional Council Regional Events, Calibre Global, Australian Tourism Awards, ATSE Clunies Ross Awards, Cairns Street Buskers Festival and Pacific Islands Forum



EDINBURGH UNIVERSITY

Masters Degree with honours in English Literature with minor in English Language & Linguistics



MOVE TO AUSTRALIA



CORPORATE THEATRE PRODUCTIONS, PERTH

Senior Event Manager and Hyatt Perth Manager for clients including Johnnie Walker Classic (2002 and 2003), WA Tourism Awards, Woodside, Australia Post, Ernst & Young, Many associations & PCOs for conferences and associated dinners



UNIVERSITY OF MELBOURNE

Executive Certificate of Event Management



MEETINGS & EVENTS AUSTRALIA AWARDS 2008

Named Australian Event Manager of the Year



SOUL SONG CHOIR

Founder and director of 80 voice community choir, staging regular concerts, promotions and community events



RAINBOW NECKLACE

Children's chapter book published



A WAY WITH WORDS

Founder and director providing communication, advertising and marketing services to a range of clients including Committee for Perth, Committees for Cities & Regions, Cairns Regional Council, Cookshire Council, Advance Cairns and Hot Croc Advertising



AREAS OF EXPERTISE - VERBAL COMMUNICATION

- Strategic communication
- Brand story development
- Copywriting
- Content development
- Proofreading and Editing
- Script writing
- Strategic presentations
- Media and PR
- Marketing Strategies
- Newsletters
- Email campaigns
- Tenders



AREAS OF EXPERTISE - VISUAL COMMUNICATION

- Brand development
- Graphic design
- Desktop publishing
- Presentation development
- Brand collateral
- Video production and editing
- Brand animations



AREAS OF EXPERTISE - DIGITAL COMMUNICATION

- Website content and structural development
- Website project management
- Social media management
- Content management
- Cloud based technologies and collaboration platforms



AREAS OF EXPERTISE - LIVE COMMUNICATION

- Corporate Event Management
- Festival and public Event Management
- Creative event development
- Technical design and production
- Project Management
- Budget management
- Ticketing and distribution
- Brand development
- Sponsorship management

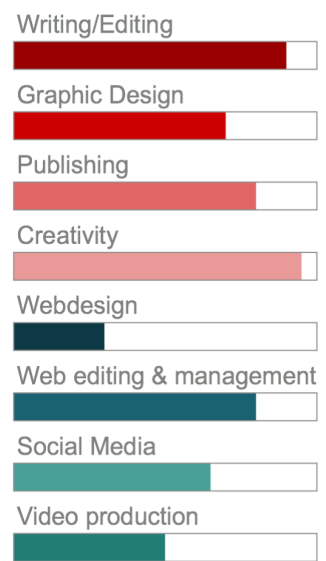


PROFESSIONAL SKILLS

- High levels of organisation
- Exceptional time management
- Project management (long and short term) and reporting
- Able to work independently and without supervision
- Excellent communication skills
- Able to liaise with all levels of management
- Excellent interpersonal skills and empathy



TECHNICAL SKILLS



PERSONAL SKILLS

- Hard working and productive
- Flexible
- Able to managing workload
- Resourceful
- Determined
- Creative
- Resilient



PASSIONS

