Laura Keith

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Kev skills

- Leadership & Team Management: Proven ability to lead, mentor, and inspire production teams across multiple concurrent projects.
- Event Production Expertise: 15+ years delivering large-scale live, hybrid, and digital events, from planning to execution. Strong passion and expertise in scenic scope delivery and technical integration.
- Stakeholder Management: Skilled at acting as the key liaison between project management, creative, and technical teams.
- **Budget & Commercial Oversight:** Extensive experience in budget ownership, forecasting, supplier negotiation, and cost optimisation.
- **Project & Process Management:** Strong organisational skills with a focus on efficiency, risk management, and health & safety compliance.
- Communication & Client Relations: Excellent interpersonal skills, with a track record of building trust and long-term partnerships with clients, suppliers and senior stakeholders.

Personal Profile

With over15 years in event production and management, I excel at leading cross-functional teams and delivering complex projects on time and within budget. I bring strong expertise in budget control, supplier negotiation, and client relations, with a particular passion for scenic scope delivery that combines creative vision with operational precision.

Recognised for my ability to mentor teams and foster collaboration, I thrive in high-pressure environments where creativity and flawless execution go hand in hand.

Work Experience

Freelance Project and Production Manager/Director March 2017 – Present

Plan and execute events from concept to completion, leading multidisciplinary teams and managing budgets to ensure creative vision and financial precision align. Skilled in defining project milestones, overseeing timelines, and coordinating both internal teams and external contractors to deliver seamless experiences that meet organisational goals. Oversee scenic production across projects, maintaining quality, efficiency, and exceptional attention to detail.

Auditoire (UAE) Production Director (freelance) Sept 2023 – March 2025

Projects: Van Cleef & Arpels Dubai Watch Week, Tiffany Blue Book, Tiffany Launch of the Boutiques in Dubai and Abu Dhabi, Bylgari Pop up Dubai Mall, ICD Brookfield COP 28, Tifanny Festive Take over, AC Milan - Partners gathering, Abu Dhabi Airport Ramadan, Audi - Showroom Launch, Abu Dhabi Airport EID Activities, Van Cleef & Arpels - Ballet & Dance, Abu Dhabi Airport Summer Activities. Oversee and maintain production quality standards across all projects, ensuring each meets the highest creative and operational expectations. Assemble and lead project-specific teams tailored to individual requirements and conduct detailed budget analyses during the pitch phase to ensure cost efficiency. Collaborate closely with the Commercial and Technical departments to identify and nurture relationships with new suppliers, continuously enhancing production capabilities and aligning with the highest industry standards.

Maestra Services Limited (UAE) Project manager (freelance)

July 2021 – Apr 2023

Projects: Macallan x Peter Blake collaboration, A Lange & Sohne x TODA, Pirelli x Roger Dubuis, ALDO Pop Up, Rolls Royce Black Badge Launch Abu Dhabi and Dubai, Delonghi x Brad Pitt Campaign launch, African Oil Week Networking, Moynat, Nestle at Swiss Pavilion Expo 2020, Pagani x Daar, Cadillac Yas Marina and Dubai, Rolls Royce

Boat Tail launch. Worked for the production house, supporting event delivery, agency and supplier management, and onsite execution across multiple projects.

The Luxury Hive (UAE)

Production manager (freelance)

May 2021 - July 2021

Cartier Rendezvous In store event, Dubai Culture and Bulgari Contemporary Art award press conference Responsible for production, setup, and dismantle, including supplier liaison, sourcing, and schedule creation to ensure smooth project execution and on-time delivery.

Mohammed bin Zayed Majlis for Future Generations Virtual forum

Jan 2021 – Mar 2021

Oversaw the full website development and registration process for www.mbzmfg.com, managing databases, content structure, and implementation to ensure a seamless digital experience.

Fete Events (UAE)

Production manager (freelance)

Nov 2020 – Dec 2020

Responsible for full production management and setup, including organizing production schedules and ensuring compliance with health, safety, and COVID-19 regulations. Oversaw pre-production, on-site setup, and derig while maintaining quality control standards and supervising all production processes.

Under Armour Dubai Fitness Challenge (UAE) Supporting manager (freelance) Nov 2020 – Nov 2020 Provided on-site operational support, coordinating DJ and screen visual elements while ensuring smooth crowd and traffic flow in recovery and exit areas.

Ad Diriyah Seasons (KSA)

Zone Manager (freelance)

July 2019 – Jan 2020

I had the honour of being part of the team that transformed 130,000 square meters of land next to the historical city of Al Diriyah into a spectacular four-zoned experience — the Oasis of Nurture, Reflection, Imagination, and Ignite. Designed to celebrate Al Diriyah's heritage, architecture, and cultural importance, the project paid tribute to Saudi Arabia's rich history while marking its opening to the global community. As Zone Manager for the Reflection Zone, I was responsible for developing the creative concept, sourcing and contracting suppliers, and ensuring smooth daily operations on-site to deliver a seamless visitor experience.

Fete Events (UAE)

Production manager (freelance)

March 2019 – June 2019

Delivering premium private events such as Indian weddings, anniversaries, and engagement celebrations with meticulous attention to detail. Overseeing production schedules, resource planning, and supplier coordination while managing budgets, timelines, and safety standards. Ensuring seamless execution through hands-on supervision of pre-production, setup, and derig operations.

Oracle Open World (Dubai)

Auxiliary Events Manager (freelance)

Dec 2018 – Feb 2019

Preparing detailed budgets, sourcing and negotiating with vendors and suppliers, and coordinating all operational and onsite setups. Overseeing each stage of execution while evaluating event performance and preparing post-event reports to ensure continuous improvement and measurable success.

Nike Beacon Journey (Dubai)

Project manager (freelance)

Oct 2018 – Dec 2018

Overseeing projects from concept to completion, with hands-on involvement in quotation handling, negotiation, and milestone development. Acting as the key liaison between clients, suppliers, and authorities to ensure every element - from permits to production - is delivered on time, on budget, and to the highest standard.

Crush Agency (UAE)

Production manager (freelance)

Aug 2018 – Oct 2018

Projects: Van Cleef & Arpels - New Watch Collection Launch, Givenchy - Dubai Mall Store Launch, Cartier - Carat Perfume Launch. Overseeing full production management and resource planning to ensure projects run efficiently - coordinating teams, suppliers, and timelines to deliver seamless, high-quality outcomes.

Flagship projects

Account and Project manager (freelance)

April 2018 – Aug 2018

Responsible for managing key governmental accounts and leading their projects from concept to delivery, ensuring alignment with strategic objectives, compliance requirements, and high-quality execution.

Hermes Fantasy (Dubai)

Project manager (freelance)

Dec 2017 – March 2018

Responsible for full project management including quotation handling, cost negotiation, and milestone planning. Acted as the main liaison between clients, suppliers, and internal teams, ensuring clear communication and timely delivery. Managed permitting processes and logistical coordination to ensure all projects met regulatory, creative, and operational standards.

SEMS Events Management (UAE) General Manager (freelance)

March 2017 – July 2017

Led the implementation of marketing and business development strategies, overseeing event planning from concept to completion. Produced comprehensive proposals and managed financial elements, including budgets and supplier quotations. Coordinated venue logistics, production teams, and contractors to ensure seamless event execution. Collaborated with clients and creative teams to develop cohesive brand identities and deliver events aligned with strategic goals.

Royal Falcon Events (UAE) General Manager

March 2016 – March 2017

Responsible for driving business growth through client relationship management, strategic planning, and team leadership. Actively built and maintained a strong client network, identified new opportunities, and developed engagement strategies aligned with the company's business objectives. Oversaw brand development, marketing presence, and supplier relationships to enhance market positioning. Led recruitment and managed cross-functional teams to ensure efficient project delivery and high client satisfaction.

Marmalade Inspired (UK)

Events Director/Founder

March 2014 – March 2016

As part of Marmalade Inspired, a creative company specialising in interactive entertainment and audience experiences, I managed the end-to-end delivery of events, film productions, and brand activations. My responsibilities included event planning and coordination, supplier and crew management, and creative production support across product and service launches. I also contributed to marketing and PR initiatives, ensuring each project aligned with brand objectives and delivered impactful, engaging experiences.

The Leeds Club (UK) Events Manager

July 2010 – July 2015

Independently and collaboratively managed events alongside the Deputy Manager, ensuring seamless coordination across front and back-of-house operations. Maintained high standards of presentation, adhered to all health and safety procedures, and proactively supported colleagues through teamwork and self-motivation. Also provided reception and administrative assistance to ensure smooth day-to-day operations.

Hospitality experience

Nov 2006 – Aug 2010

Responsible for the smooth and efficient day-to-day operations of the restaurant, ensuring exceptional customer service standards, delivering staff training, and managing shift schedules to meet business demand. Additionally, supported the successful delivery of in-house and external events.

Education and Training

Sept 2006 – Jun 2009 Leeds Metropolitan University, School of Social Sciences, Degree of Bachelor of Arts with Second Class Honours (1st Division) in Community and Youth Studies

2001 - 2005

Vilnius Pedagogical University, Lithuania, Institute of Social Communication, BA Social

Education.

Professional development

May 2020 - Fundamentals of Digital Marketing, certified by Google Digital Garage

June 2020 – Project Management Course, certified by Udemy

Interests

Passionate about travel, I have explored much of Europe, the USA, South America, Australia, and South Asia, enjoying the diversity of cultures and experiences along the way. I maintain an active lifestyle through horse riding, dancing, and fitness, and I thrive in competitive activities that challenge both mind and body. Music and socialising are also central to my life, offering creativity, energy, and balance outside of work.

References

Available upon request