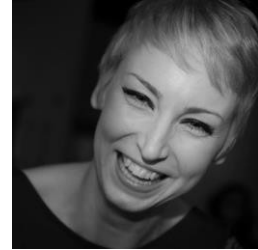


Laura Keith

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Key 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 over 15 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, Bvlgari Pop up Dubai Mall, ICD Brookfield COP 28, Tiffany 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

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

Education.**Vilnius Pedagogical University, Lithuania, Institute of Social Communication, BA Social****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