

Clare Louise Roberts

Writer, Performance Artist
& Events Coordinator

experience

Events Coordinator and Performance Artist

June 2010
- Present

Over 10 years experience in music, dance and drama, performing across the UK and Europe in theatre productions, live music performances and voice over work.

- Developing creative performance projects and overseeing their execution.
- Writing and producing an original theatre show for a local theatre in Carlisle for Carlisle Fringe Festival which 70 delegates attended.
- 9 months touring Europe with Pickles Theatre, a Theatre-In-Education company, running English-Drama workshops and performances, using theatre to help children and young people to learn English, be motivated and be enthusiastic about their learning experience.
- Liaising with talent, technical teams and venue owners.
- Planning social media strategies to grow brand followers and market productions.
- Supervising a team of four employees.
- Motivating team members, coordinating responsibilities and understanding employee needs and skills to produce the best product outcomes.
- Developing online, print and local marketing campaigns to promote events, advertise ticket sales, utilising social media to ensure maximum positive coverage.
- Content writing for blurbs, print and online advertisements, press releases and social media content.
- Marketing and promotional campaigns online, through local print and social media advertising campaigns.
- Writing risk assessments, budget planning and project proposals.

A proactive learner who has worked in international creative teams to develop content for productions and events, who is passionate about words and helping people to flourish through media, technology and the arts.

contact

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skills & expertise

- Public speaking.
- Website development using Weebly and Wix.
- Social media coordination and analytics (TikTok, Instagram, Twitter and Facebook.)
- Communication skills, particularly customer facing.
- Webcopy.
- A proven high level of organisation skills.
- Workshop Leader.

upcoming projects

'BODIES 3 Zine' — Contributor

Edited by Ragna Amling.

The third issue of a Zine series, dedicated to poetry and personal essays on the topic of our relationship with our bodies and its impacts on our minds. BODIES explores how we honestly deal and come to terms with our own bodies. I have written a personal essay about my own struggles and eventual acceptance of my Vitiligo.

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Runner— Glasgow Film Festival

March 2020

A volunteer role in a new team for Glasgow Film Festival, working on standby to join different event teams as needed.

- Ensuring each screening and festival event runs smoothly and delegates have a relaxed and enjoyable visit.
- Preparing rooms for events.
- Welcoming delegates, scanning their passes and answering queries.
- Recording audience numbers and feedback.

Barista and Job Coach - Greenhouse Community Cafe

January 2019 - Present

A community interest company, serving to better the community by training and enabling trainees with additional support needs in hospitality skills, such as Barista and till training in an environment which strengthens the confidence of each individual trainee in their abilities.

Writer, Reviewer— Feminist Fringe

August 2019

- Watching and reviewing shows playing at The Edinburgh Fringe Festival, which either had a feminist plot or a significant number of females within the cast or crew.
- Writing theatre reviews which are published online.

Actor and Workshop Coach — Pickles Theatre Company,

September 2017 - June 2018

A theatre-in-education tour in English to schools across France and Belgium, running drama workshops and performances, using theatre to help children and young people to learn English, to be motivated and to be enthusiastic about their learning experience.

- Teaching drama to children and young people, developing their confidence in public performance and in practising English.
- Meeting with student actors before each show to calm nerves, get to know them and practice their lines, offering advice where necessary or requested.
- Working as a team to tight deadlines, keeping fellow team members motivated.

education

University of Cumbria, Cumbria —
BA Hons Drama Performance &
Musical Theatre Performance (2:1)

September 2012 - July 2015

Front of House Manager at the University's Stanwix Theatre.
Event coordinator and management team for the University's official Fresher's Week and various student performances and events.

Royal Central School of Speech and Drama, London — Summer School:
Voice Fundamentals: Voice in Performance

Summer School - July 2014

other skills

- Musician (Ukulele - Expert, Piano - Intermediate, Guitar - Basic, Percussion - Basic). Classically trained singer to Grade 8 standard.
- Experienced youth worker for children aged 7 - 18 years old.
- Proficient on commercial espresso machines.
- Design for posters and social media posts.
- Experience in producing and running events for up to 100 delegates.

recent projects

'Dr 80s' — Composer

NHS East Renfrewshire.

A campaign to educate and to promote awareness and discussion about buying certain medications instead of using the NHS prescriptions service. For the tune, we went for a subtle, 80s rock vibe. The soundtrack catches attention and works with the text presented in the campaign. The soundtrack went along with a presentation that is now played in NHS waiting rooms in Glasgow.