



MEMBER STORIES

Shelby O'Brien
Marketing Manager
Hanson Wade

Day to day life

As a Marketing Manager my role can differ day to day, and especially hour by hour. One area of my job is managing the marketing for our key accounts, which includes the likes of Microsoft, Intel and Google. A lot of our clients work in different time zones, so my day always starts off with catching up on emails and meetings. From here, I could either be working with my team to create assets for our clients, sending collateral for approval or coming up with new ideas and strategies to help support our clients on their long-term goals and objectives.

Strategy is my favourite part of marketing, so I love pitching new opportunities to clients. The other area of my role is media and strategic partners, this includes working to strict deadlines to ensure we're maximising on advertising and promotion on our events to signing new agreements. Relationship management is a massive part of my role, so I am always checking in with our clients and partners across emails and meetings throughout the day.



What gets you out of bed in the morning?

I am so grateful for my team and clients; they are a huge driver to getting up and wanting to conquer the day. It's the best feeling when you can help a client reach their goals, and ultimately see the return on their investment and time. And, especially seeing your event come together, there's no better feeling.



How would you describe yourself?

I am a team-player, very organised and hard working which are key drivers to success in my role and the industry. But I am a sociable and down to earth person, I'd like to think that a lot of my colleagues, friends and family know they can come to me when they're having a bad day or need some advice.

Secret to success?

Networking. Since joining the events industry, I have built up a really strong network of people, and it's safe to say I wouldn't be where I am today without my LinkedIn and contacts. The events industry is close knit and it's so nice to reunite with familiar faces during awards evenings and industry events.

What were you doing before you came into the industry?

Before coming into the industry, I was at university studying my undergraduate degree in marketing. I am fortunate that I fell into the industry when I was 21 as I was taking time out of my degree to do a placement year, and that's where my journey at Hyve started. Since my year out, I finished my degree and jumped right back into another marketing role at Hyve before graduating. I never expected to work in the events industry but haven't looked back since - I love a challenge and there's no better challenge than putting a successful exhibition together.

What do you do outside of work?

I am a huge family person, so I try to spend a lot of time with my family outside of work and equally my friends too. You'll either catch me going out for dinner, drinks or doing some retail therapy. I'm a huge dog person as well, so my dog gets all my attention when I am not working.

Three words as to why you love the industry

The travel opportunities!