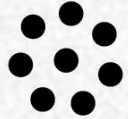


PUBLIC RELATIONS, SPORT MANAGEMENT & EVENT SERVICES



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CASE STUDIES

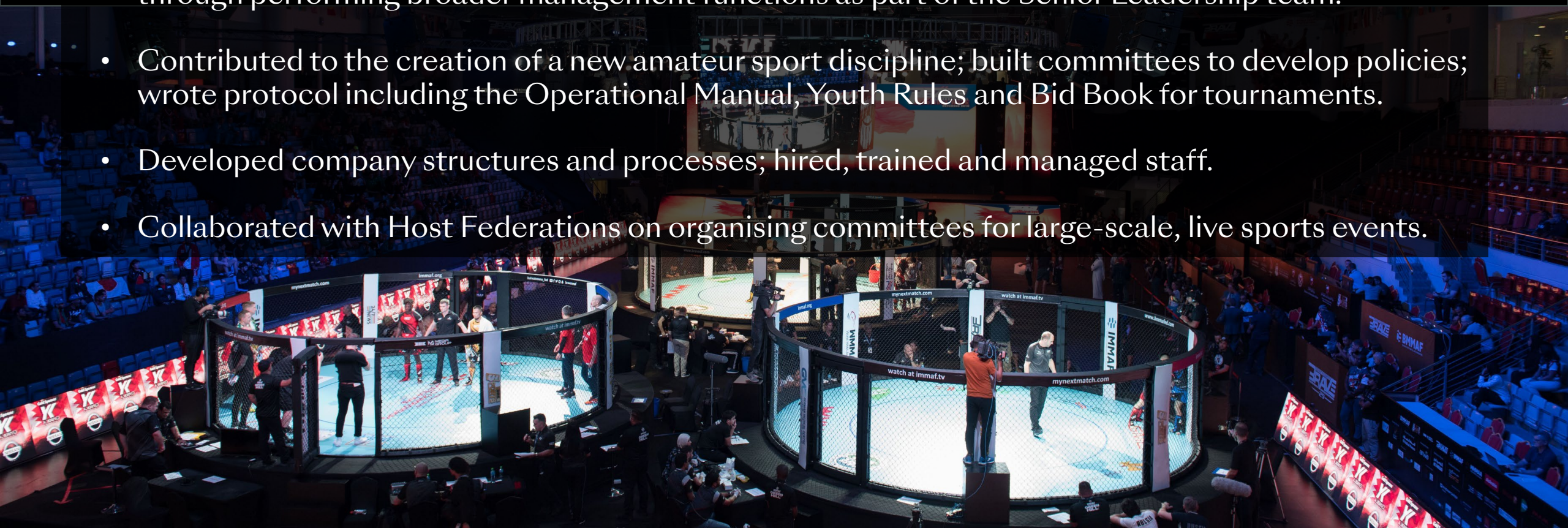
INTERNATIONAL MIXED MARTIAL ARTS FEDERATION



Director of Brand & Communications, 2014 - 2022

Role:

- Pivotal to the establishment and growth of an international, non-profit, sport governing body through performing broader management functions as part of the Senior Leadership team.
- Contributed to the creation of a new amateur sport discipline; built committees to develop policies; wrote protocol including the Operational Manual, Youth Rules and Bid Book for tournaments.
- Developed company structures and processes; hired, trained and managed staff.
- Collaborated with Host Federations on organising committees for large-scale, live sports events.



INTERNATIONAL MIXED MARTIAL ARTS FEDERATION

Annual Organisational Growth, 2014 - 2022

Year	2014	2022
Member nations	35	110
Competitions	1	8
Media reach / value	n/a	14 billion/ £128M GBP



Achievements in Communications, 2014 - 2022

- Developed operational processes in communications, creative, production, and broadcast departments from scratch to a projected annual operating budget of £240K in 2020.
- Secured annual funding of up to \$1.2M USD and hosting rights fees of up to \$2.5M through creation of robust strategic plans, sponsorship, funding bids, and annual reports.
- Acquired 9.3 billion annual, audience reach in earned media coverage with £86M GBP equivalent advertising value (2021); 14 billion reach and £128 million GBP advertising value (2022)
- Established IMMAF's OTT platform and PPV offering and achieved potential audience of 80M+ in television broadcast deals, including Fox Sports, BT Sport, The Sun Online and POLSAT.
- Gained traction with influencers in the Olympic movement through public affairs, worked as part of a task force to successfully legalise MMA in France and contributed to the Council of Europe's review on MMA.
- Led internal communications and PR consultancy across 110 national federations worldwide whilst supporting in public affairs, e.g. leading on crisis communications to prevent a sport ban in Ireland.



PROTECT

SAFE MMA CHARITY

Role: Founder/ Trustee
2011 - 2022



- 2011 – 2012: Founded SAFE MMA to protect the safety of MMA competitors in the UK and Ireland, due to lack of regulation.
- 2011 – 2014: Managed the formation and administration of the project and partnerships with national federations and promoters.
- 2015: Developed Safe MMA partnership with the International Mixed Martial Arts Federation.
- 2016: Managed Crisis Communications to prevent ban on sport in Ireland with Safe MMA providing de facto regulatory standard.
- 2018: Achieved UK registered charity status for Safe MMA (no. 1181268).
- 2018 – 2022 Performed as Charity Trustee.



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HEXAGONE MMA

Role: Media Relations to establish French event promoter in English language media to support DAZN and BT Sport broadcast deals.

HXMMA 6, Paris - Jan 2023
Audience reach: 424 million

HXMMA 7, Poitiers - Mar 2023
Audience reach: 66 million

HXMMA 8, Beziers - June 2023
HXMMA 10, Orange – July 2023
Audience reach: 89 million

HXMMA 11, Nantes - Aug 2023
Audience reach: 327 million



HEXAGONE MMA



GAMMA 2024 WORLD CHAMPIONSHIPS

Client: Global Association of Mixed Martial Arts
Location, Indonesia, December 2024

Role: Director of Event Communications (multi-platform management; recruitment and management of social media and photography team; coordination with host and partner PR, broadcast and data teams; in-house journalism, PR and media relations)

Media Coverage:

- Audience reach: 2.26 billion+
- Media value: \$20,500,000 million
- Pieces of Coverage: 310+
- Social Media views: Instagram - 1M with 544.7% increase; Facebook - 587,979 with 801% increase



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MMA IN 2023 AFRICAN GAMES

Client: Global Association of Mixed Martial Arts
Location: Ghana, March 2024
Role: Public Relations

Media Coverage:

- Audience reach: 98.3 million+
- Media value: \$909,000 USD+
- Pieces of Coverage: 100+

GAMMA
GLOBAL ASSOCIATION OF
MIXED MARTIAL ARTS





INTERNATIONAL FUNCTIONAL FITNESS FEDERATION

Project: Commercial Strategy, 2022

As a young volunteer-led international sport federation, iF3 required a strategy for the seeking of commercial investment or start-up funding for its international competition series to achieve profitability.

The writing of a commercial strategy required the identification of commercial opportunities and potential revenue streams, an evaluation of assets and a practical plan to develop these for investment, with a realistic five-year financial forecast..



ARABS MMA

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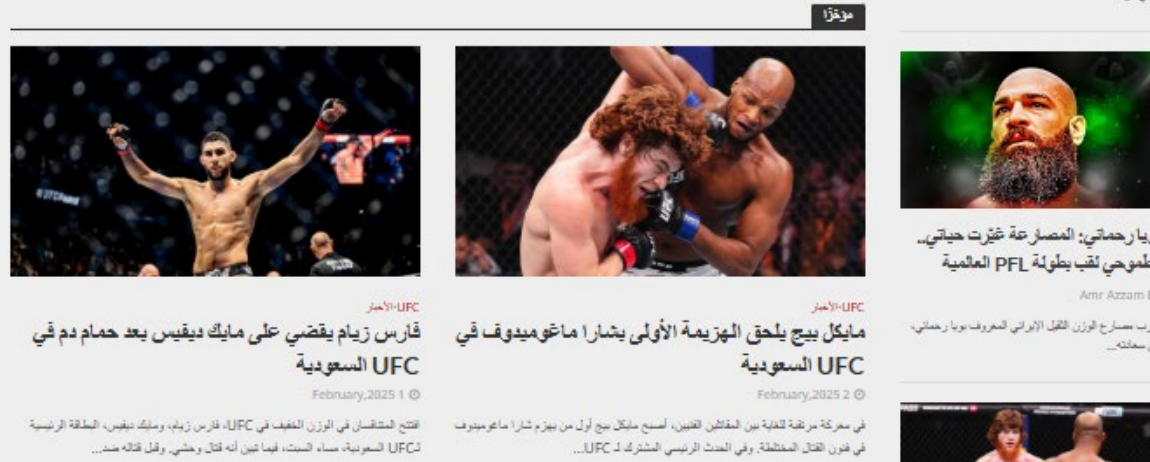
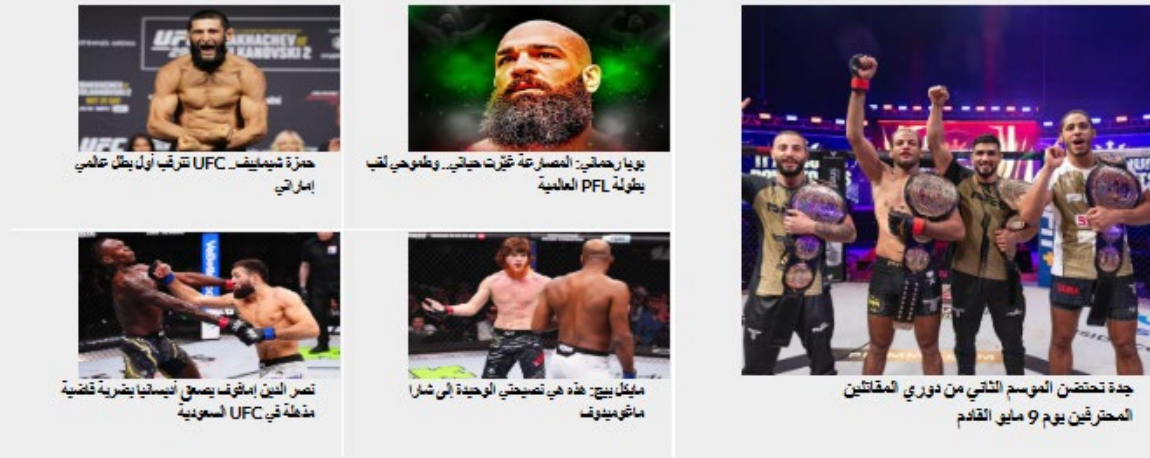


Project: Business Plan, 2023

Market research and writing of business plan with projected financial forecast to raise investment for Arabs MMA website.

The mission of the Arabs MMA news platform is to become a driving force in the promotion and development of homegrown, Pan-Arab MMA, as a gateway to specialist services in a sports value chain attracting unrivalled investment in the Middle East.

Arabs MMA has secured a place in an investment incubator in the UAE as a result of the business plan.





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COUCOU BEBE 75018 PARISH FASHION WEEK

Client: A/POLITICAL

Role: Technical Consultant for the organisation of an MMA event as catwalk for CouCou Bebe's launch collection at Paris Fashion Week. Also secured sponsorship and organised the filming of a documentary.
Location: Paris, January 2025

Outcome:

Partnerships: Hexagone MMA, Diageo, SAFEJAWZ

Media Coverage:

- Reach: 77 million
- MIV: €403,000
- Pieces of Coverage: 77



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