



# Hannah Brennan

JUNIOR SPORTS EVENTS COORDINATOR

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BSc Sports Management graduate from Leeds Beckett University with hands-on experience coordinating sporting events ranging from 50-person community sessions to a 57,000-participant national race. Completed a 6-month placement at EventStar Sports, coordinating logistics for 14 events with over 3,200 total participants. As Athletics Union Events Officer, I organised the annual varsity sports day for 680 participants and brought the event in under budget. I thrive in fast-paced environments where plans change on the day and quick problem-solving is essential. Looking for a junior events coordinator role in the sports sector.

## EDUCATION

### BSc (Hons) Sports Management in Sports Management

Leeds Beckett University, Leeds  
Sep 2022 – Jul 2025

Graduated with Upper Second Class Honours (**62% average**). Dissertation on *volunteer retention at grassroots sports events in West Yorkshire*, graded **66%**.

- Relevant modules: Sports Event Management, Facility Operations, Sports Marketing, Project Management, Risk Assessment
- Completed the CIMSPA Level 2 Award in Event Safety as part of the degree programme

## SKILLS

- Event Planning & Logistics
- Venue & Supplier Management
- Participant Registration Systems
- Budget Management
- Risk Assessment & Safety Planning
- Volunteer Coordination
- Microsoft Excel (budgets, schedules)
- Eventbrite (registration & ticketing)
- Social Media Promotion
- First Aid (Emergency First Aid at Work)
- Stakeholder Communication
- Problem Solving Under Pressure

## CERTIFICATIONS

### CIMSPA Level 2 Award in Event Safety

Chartered Institute for the Management of Sport and Physical Activity  
Nov 2024 – Nov 2024

### Emergency First Aid at Work (Level 3)

St John Ambulance  
Sep 2024 – Sep 2024

## LANGUAGES

- English - Native
- Irish - Basic

## REFERENCES

### Claire Hopkinson

EventStar Sports  
available upon request

## EXPERIENCE

### Events Placement Coordinator, EventStar Sports, Leeds

Jan 2025 – Jun 2025

Six-month placement with a regional company delivering corporate sports days, charity runs, and community fitness events across Yorkshire.

- Coordinated logistics for **14 events** with a combined participant count of **3,200+**, handling venue booking, equipment hire, supplier liaison, and on-site registration
- Managed the registration process for a **450-runner charity 10K**, processing entries, distributing race packs, and coordinating timing chip allocation
- Liaised with **8 external suppliers** including marquee hire, catering, and first aid providers, ensuring all contracts were confirmed at least 2 weeks before each event
- Created post-event feedback surveys with an average response rate of **38%** and compiled reports for the managing director

### Fitness Assistant (Part-Time), PureGym, Leeds

Sep 2023 – Dec 2024

Part-time gym floor assistant working 12 to 16 hours per week alongside university studies.

- Conducted **inductions for 8 to 12 new members per week**, covering equipment usage and health screening questionnaires
- Helped organise **monthly fitness challenges** that increased off-peak attendance by **15%**
- Maintained a clean and safe gym environment, completing hourly safety checks across **3 training zones**

## PROJECTS

### Dissertation: Volunteer Retention at Grassroots Sports Events

Sep 2024 – Apr 2025

Researched why volunteers return (or do not return) to grassroots sports events in West Yorkshire.

- Interviewed **24 volunteers** across 6 community sports clubs and events
- Found that **71%** cited social connection as their primary motivation, while **43%** said poor communication from organisers was the top reason they would not return
- Proposed a volunteer communication framework that included pre-event briefing packs and post-event thank-you surveys

### Varsity Sports Day Organisation (Athletics Union)

Feb 2025 – Apr 2025

Led the planning and delivery of the annual Leeds Beckett vs Leeds University varsity sports day as Athletics Union Events Officer.

- Coordinated **680 participants across 12 sports**, working with the Students' Union, venue staff, and external officials
- Recruited and briefed **45 student volunteers** for roles including registration, scoring, and first aid support
- Managed a **£4,500 budget** and delivered the event **£320 under budget**

## EXTRA CURRICULAR ACTIVITY

### Events Officer, Leeds Beckett Athletics Union

Sep 2024 – Jun 2025

Elected events officer for the university's athletics union, responsible for organising all non-competitive social and community events.

- Organised **8 events** across the academic year including a charity relay, awards dinner, and freshers' sports fair
- Increased event attendance by **25%** compared to the previous year through improved social media promotion

**Course Marshal Volunteer, Great North Run 2024***Sep 2024 – Sep 2024*

Volunteered as a course marshal at the Great North Run in Newcastle, one of the world's largest half marathons with **57,000 participants**.

- Managed a course section with **3 other marshals**, directing runners and spectators and keeping the route clear
- Handled **2 medical escalations**, alerting on-course medics within 90 seconds of each incident

**Coach, Junior Parkrun (Roundhay Park, Leeds)***Sep 2023 – Jun 2024*

Weekly volunteer at the Roundhay Park junior parkrun, supporting children aged 4 to 14.

- Assisted with course setup, registration, and tail running for groups of **60 to 90 children**