



David Parsons

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EXPERIENCE OVERVIEW

Operational

- Business Operations
- Health & Safety Compliance
- Scheduling & Logistics
- Cashing Up & Locking Up
- Senior Team Leadership
- Creative Direction
- Entertainment Programming

Multimedia & Communications

- Graphic Design
- Photography
- Video Production
- Music & Audio Production
- Website Design
- Digital Content Strategy
- PR & Digital Marketing

Technical

- Studio Management
- Stage Management
- Music Performance
- Sound Desk Operations
- Stage Lighting Operations
- A/V Setup and Operations

OBJECTIVE

After three years touring internationally as a professional musician, I'm now seeking a new challenge where I can apply my broad operational, creative, and people-focused skill set.

My background spans entertainment management, events, marketing, multimedia production, and team leadership across hospitality, venues, and large-scale live environments. I'm motivated to bring this blend of experience to a stable, locally based role where I can contribute to strong guest experiences, smooth operations, and a positive, high-performing team culture.

WORK HISTORY

TOURING MUSICIAN | Freelance | North America, Europe & UK
September 2022 - Jan 2026

- ◆ Performed 130+ shows annually on global tours, reaching over 250,000 audience members. Toured across North America, Europe and the UK, including sold-out arena and theatre dates at major venues such as the Royal Albert Hall, Hammersmith Apollo and Glasgow's OVO Hydro.

EMAIL MARKETING MANAGER | TMC Property Media | London
November 2022 - July 2024

- ◆ Produced end-to-end HTML email campaigns and landing pages, uniting sharp copy with tailored visual design. Delivered targeted marketing for investment properties across Dubai, the USA, and the UK, adapting messaging to diverse investor profiles and regional trends. Used data-driven insights to refine segmentation and boost engagement across international audiences.



CERTIFICATIONS

Personal License (SCPLH)

Delivered in 2026

Level 3

Food Hygiene & Safety

Delivered in 2026 through an Ofqual recognised awarding body

Level 3

Hotel Management

CPD-Accredited training via Thames College in 2026

Level 2

Allergy Awareness

Delivered in 2026 through an Ofqual recognised awarding body

Level 2

Health & Safety

Delivered in 2026 through an Ofqual recognised awarding body

Fire Warden Training

Delivered in 2026 through The Institution of Fire Engineers (IFE)

MULTIMEDIA PRODUCER | Rightdose Healthcare | Glasgow October 2019 - April 2021

Produced and scripted health-advice videos that strengthened patient engagement and brand visibility. Managed the Rightdose social media calendar, balancing product promotion with accessible health education to grow reach. Developed a wide range of marketing assets, including flyers, sign-up forms, presentations, photography, and video content.

MEDIA & MARKETING CONSULTANT | YMCA | Bellshill October 2019 - April 2021

Working for former employer of Deaf Connections. Redesigned and launched a new website, creating all content and managing ongoing news, email, and organisational updates. Collaborated with the CEO to produce marketing materials supporting key organisational projects. Delivered social campaigns and video content featuring staff, volunteers, MSPs, and the local community to drive engagement.

MEDIA, EVENTS & MARKETING | Deaf Connections | Glasgow June 2018 - October 2019

Delivered inclusive events for deaf and hearing communities, ensuring accessibility and strong audience experience. Coordinated corporate meeting setups. Managed an in-house studio and produced accessible video content for Scottish Government and NHS Scotland. Led the design and launch of an inclusive website and social channels, creating all photo, video and graphic assets.

BUSINESS DEVELOPMENT MANAGER | Browncove | Motherwell June 2017 - June 2018

A 1-year FTC for former employer (Madness). Drove brand growth across a hospitality portfolio spanning a hotel, restaurant, nightclub, and German Beer Hall. Managed a busy six-bar complex, overseeing staff, security, DJs, talent booking, and revenue-driving events. Led social media/website management for all venues, ensuring strong audience engagement.



EDUCATION

Higher National Diploma

Television Operations & Production
Cardonald College, Glasgow

National Certificate

Media Studies
Cardonald College, Glasgow

FURTHER INFO

Full, Clean UK Driving Licence

With own vehicle

British Sign Language

To a level 1 Standard

Home Multimedia Studio

Fully equipped for promotional content creation (video editing, photo editing, audio production and graphic design)

PRODUCTION MANAGER | Ludis Publications | East Sussex June 2015 - June 2017

◆ Led a creative team of designers, copywriters, and photographers, producing 100+ annual publications for sports clubs across the UK. Coordinated with advertisers and club stakeholders to deliver high-quality editorial products. Personally designed two monthly publications and directed a full company rebrand.

DEPUTY CRUISE DIRECTOR | P&O Australia | Sydney, Australia December 2013 - May 2015

◆ Curated and hosted ship-wide entertainment including game shows, quizzes and live performances. Scheduled headline acts, coordinated performers and maintained smooth programming across multi-day voyages. Performed as singer, DJ, pianist & host. Served as Muster Officer, delivering safety briefings and holding responsibility for approximately 800 guests in emergencies.

ENTS, MARKETING & DUTY MANAGER | Madness | Glasgow September 2006 - November 2013

◆ Led entertainment programming for a high-volume city-centre venue, hosting events for 500+ guests. Booked bands, tribute acts, DJs and performers, and served as duty manager for bar and restaurant operations. Collaborated with in-house performers and technical teams to deliver fresh weekly entertainment. Produced all promotional content.

REFERENCES

◆ **Dan Johnson**
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