

LUISA TOSELLI MANLEY

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SUMMARY

I am a Programme and Events Coordinator with over a decade of experience, driven by the excitement of building vibrant initiatives from the ground up. My deep understanding of creating memorable experiences began young, sparking a lifelong passion for excellent service and delighting people. I thrive on bringing a vision to life, leading the planning, coordination, and evaluation of programmes and events to ensure they're high quality, well-attended, and truly amplify community connection and visibility. I excel at identifying unique opportunities, enabling vital networking, and collaborating with diverse groups, demonstrating hands-on management and resourcefulness to achieve impactful results, even when budgets are tight. My positive energy, creativity, and drive to champion active public engagement aim to inspire success in every initiative I lead.

KEY ACHIEVEMENTS

Event Management

- Successfully managed all aspects of a three-day wedding celebration for a high-profile client with over 200 guests, coordinating over 15 different vendors and ensuring a seamless experience.
- Designed and ran a series of large-scale public and corporate events, taking full ownership of planning, on-site execution, and post-event evaluation to consistently deliver a high-quality experience.
- As Chairperson of the Parents Association, led a volunteer team to plan and execute a series of large-scale community events, managing all aspects and logistics for over 1000 attendees.

Marketing & Sales

- Increased company revenue by 20% from the previous year by leveraging a single successful event to secure four additional bookings, demonstrating a strong ability to turn client satisfaction into sales.
- Developed and implemented a comprehensive marketing strategy for my own events business, utilizing digital promotion and social media engagement to drive client acquisition and repeat business.
- As part of a global team, designed and implemented a marketing strategy that ensured a series of feature release events were well-attended, directly leading to an increase in sales conversion rates.

Leadership & Team Management

- Led a multi-disciplinary team of over 20 members to plan and execute a series of significant public engagement events, fostering a culture of collaboration and accountability.
 - Designed and implemented a comprehensive customer service and soft skills training program for all agents within a call center, increasing the average Customer Satisfaction rating from 69% to 74% in just two quarters.
 - As Chairperson of the Parents Association, successfully secured sponsorship with a large financial institution and fundraising to raise €10,000 for the school in 2025, demonstrating a proven ability to achieve significant results in a resource-constrained environment.
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SKILLS &
EXPERTISE



WORK
EXPERIENCE

Front of House | Facilities & Ops Manager, Crann Centre Oct 2024 - May 2025

- Led daily operations and facilities for a busy non-profit, ensuring a welcoming and functional environment that supported diverse stakeholders and community activities.
- Managed all inquiries and stakeholder liaison, ensuring seamless service delivery.
- Directed comprehensive facilities, front-of-house, and operations management, including managing contractors and a 17-desk co-working space (with lease agreements), ensuring adherence to high operational and commercial standards.
- Managed the full payment lifecycle for contractors, ensuring accurate billing and payment.
- Coordinated and planned schedules, resources, and internal communications across various departments, contributing to smooth daily operations and event support.
- Applied solution-oriented thinking by actively seeking feedback to implement practical improvements and contributed to strategic management initiatives, including website design and management.

Key Achievement: Proactively identified critical gaps in the quality of facilities leading to an overhaul of all contractors. As a result of my investigation and intervention, I reduced overhead costs by €6,000 per year, demonstrating meticulous organizational abilities and strong cost control.

Co-Lead, True Ability ERG, Dell Technologies Nov 2023 - Jul 2024

- Led a dedicated team focused on championing disability inclusion and coordinating significant community and corporate social responsibility events, demonstrating strong project and event planning skills.
- Led a team of 20+ multi-disciplinary members from diverse departments to represent and advocate for colleagues and their family members with disabilities across the Cork site.

WORK EXPERIENCE

- Managed the full lifecycle of multiple events, from ideation to implementation, including large-scale donation days for charity partners such as Guide Dogs Ireland, Down Syndrome Ireland, and The Crann Centre.
- Managed and approved budgets for the Cork site's ERG initiatives, ensuring financial transparency and adherence to guidelines.
- Liaised with global teams to share knowledge and plan large-scale global events, contributing to broader inclusion strategies.
- Created clear and concise policies & procedures for effective event management and charitable fundraising, enhancing operational efficiency and promoting awareness of good practice. K

Key Achievement: Developed methods to understand, enhance, and improve the user experience of programs by organizing feedback sessions, leading to higher engagement and creating new exciting events.

Senior Project Manager, Strategy & Ops, Dell Technologies Feb 2023 - July 2024

- Managed highly significant strategic initiatives and complex, large-scale projects across various business areas, impacting on our overall company direction.
- Provided leadership and effective management of the function, directing global programs by effectively coordinating diverse teams and workstreams.
- Developed and executed detailed project plans, proactively identifying and managing risks, ensuring timely resolution and minimizing project impact.
- Provided expert advice and actively contributed to projects that supported strategic objectives, ensuring operational excellence in delivery.
- Collaborated with teams, providing input and feedback, and promoting a culture that embraces change and accountability.

Key Achievement: Dramatically improved the speed of updating the Dell marketing website globally, substantially cutting the turnaround time (14 week to 4 weeks) by streamlining processes and adopting new methodologies, significantly impacting time to market.

Project Manager / Coach & Trainer, NETGEAR Sep 2015 - Jun 2017

- Led projects on staff development and improved operational processes through targeted training, managing project plans and ensuring successful delivery.
- Actively contributed to large organisational projects by setting new guidelines and standards for how changes were handled and promoting awareness of good practice by leading staff training programs.
- Developed and upskilled staff, by actively coaching and training support professionals in important customer service skills and efficient ways of working.

Key Achievement: Designed and implemented comprehensive customer service and soft skills training for all agents within the call center. Increased contact center average Customer Satisfaction rating from 69% to 74% in 2 quarters.

WORK EXPERIENCE

Owner and CEO, Four Season Events

Aug 2018 - Apr 2020

- Led all aspects of an event management business, owning planning, production, promotion, and overall coordination and profitability of diverse events from conception to completion.
- Managed a wide range of events, including private functions, corporate gatherings, and large-scale public events, consistently ensuring seamless delivery and high client satisfaction.
- Directed cross-functional teams, external suppliers, and vendors to execute events in line with precise specifications, budget parameters, and high operational standards.
- Developed and managed comprehensive event budgets, optimizing resources to ensure profitability and effective cost control across all projects.
- Drove business development and client acquisition through comprehensive marketing campaigns, including digital promotion and social media engagement, building strong relationships to secure new opportunities and ensure repeat business.

Key Achievement: Ran a successful 3-day event for wedding celebrations for over 200 people in attendance. I managed everything from venues, vendors, suppliers including catering, transport, and personal services. As a result, I was successful in securing 4 more events from guests that attended, increasing revenue by 20% from the previous year.

OTHER RELEVANT EXPERIENCE

Manager Project Mng., Design & Field Enablement, Dell

Oct 2021 - Feb 2023

My role focused on leading multiple global teams to improve user experience and support sales, shaping programs that directly impacted user engagement and business objectives

Key Achievement: Significantly improved operational capabilities by implementing a new centralized workflow system across multiple teams. This initiative was instrumental in allowing our product offerings to expand from 1 to 3 key software products, ensuring that our operations scaled smoothly to support our strategic efforts.

LEAD Program, Dell Technologies

Jan 2022 - Sept 2022

I served as the primary Cork site representative for Dell's prestigious LEAD Academy leadership program, promoting leadership development and organizing relevant activities. Acted as the local face of the LEAD program for Cork, promoting engagement and participation among site participants.

Key Achievements: Organized multiple events for Cork participants, including day retreats, learning modules, and luncheons with senior VPs and program sponsors, enhancing leadership development and networking opportunities.

Technical & Planning Project Management, Dell Technologies Oct 2019 - Oct 2021

Managed complex technical and non-technical projects, drove stakeholder alignment, and enhanced predictability through effective communication, expert advice, project support, and process development in a corporate environment.

Key Achievement: Dramatically improved cross-functional communication and reduced escalations and missed milestones by designing and leading regular executive and operational meetings. This initiative significantly enhanced process development and predictability, creating clear and concise policies & procedures for programme delivery.

EDUCATION

- Project Management Certified, PMI
 - Event Management Higher Certificate, CMIT
 - ILM Leadership & Management Diploma, CMIT
 - HACCP Certification (In Progress)
 - Lean Six Sigma Green Belt Practitioner
 - PRINCE2 Practitioner
 - HR Higher Certificate, CIT
 - Digital Marketing Higher Certificate, CMIT
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ABOUT ME

I enjoy experiencing new places, trying new food, and spending time outdoors with the people I love most. My natural curiosity drives a passion for continuous learning and connecting with people, and a strong commitment to use my skills for positive change that benefits many.