

A passionate English and Music Graduate, forging a career in the music industry.

- Over 2 years experience working as a journalist specialising in music.
- DJ on both commercial and underground scene, with a love for music and a passion for performing.
- Building on industry experience gained in a variety of intern, paid and student roles taken on since the age of 16.
- Founder of two popular Sheffield club-nights, a 2 year run of a student radio show and a festival for Sheffield students.

Leo Burrell

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RELEVANT INDUSTRY EXPERIENCE

DATES	COMPANY	ROLE
April 2017-present	Blind Mice Media Exposed Magazine	NIGHTLIFE EDITOR AND PROMOTIONAL VIDEO MANAGER Sheffield's leading magazine. Manager of the nightlife section and listings, both the website and in print. Edits the work of a team of interns, as well as creating interesting and news-worthy articles (http://bit.ly/EXPLLeoBurrell). Part of a small team who brainstorm for the company as a whole, such as social media ideas. In charge of selling the production of promotional videos to local businesses and entertainment services intended to boost social media of both the client and the magazine through online interaction.
Nov. 2016-March 2017	Blind Mice Media Exposed Magazine + Student Housing Guide	INTERN at one of Sheffield's leading magazines. Writing tasks included creating nightlife content, interviewing high profile DJs, poets, bands, comedians, retailers and theatre directors, previewing and reviewing gigs and albums club-nights and festivals, and reporting on news stories in both the hospitality and entertainment industries. Wordpress used frequently to manage the website.
March 2018-present	Common Ground Charity club-night aimed at redirecting the positivity in dance music community towards charitable action	FOUNDER of a unique to Sheffield, community based club-night held at Theatre Deli, an arts and theatre venue. All door profits go to the Last Night a DJ Saved my Life Foundation, all bar profits go to the venue, which is also a charity, making for a special atmosphere. All personnel involved from the DJs to the projectionists are Sheffield based, nurturing local talent and creatives whilst aiming to de-commodify dance music.
Sept 2017	The Infinite Us Global Music Consultancy brand.	INTERN for one of the leading music consultancy brands in London, working remotely on creating a database of music for adverts, using buzzwords to quantify the intended emotions for the advert and music.
2014-present	Clubs/Bars/Festivals Across Sheffield and the UK including Manchester, Leeds, Newcastle, Birmingham and Nottingham.	DJ at venues and events across Sheffield and the North, with multiple weekly residencies. Comfortable in commercial and 'underground' settings and in front of large audiences, e.g Pop Tarts at Sheffield SU. Mainstream genres covered include funk/soul/disco/rock/indie/jazz/reggae/house/chart/hip-hop/r'n'b/garage/grime. Niche vinyl repertoire of world/rare groove/house/techno for bookings at specialist residencies at UK Mondo, Nice Like Rice, Cosmic Disco and Peddler Market. Guest mixes recorded for NTS Radio, Limbo Radio and Pretty Pretty Good. Listen here: (mixcloud.com/leoburrell) + (soundcloud.com/leoburrell). For a list of events head here: facebook.com/djleroyy .
Sep. 2016-Sep. 2019	Spinning Discs Independent record store in Sheffield serving Alternative Vinyl.	SHOP ASSISTANT in a small team, assisting with inventory administration, both in-store and online (Discogs). Hired to offer face to face customer service in absence of senior members. Given the task of writing info notes for new and reissue vinyl as well as the weekly blog entries. Trained in maintenance of vinyl cleaning service.
June 2013 + 2014	Contours Festival annual day festival run by Sheffield Students Union over 5 venues.	HEAD OF PROGRAMMING after successfully managing a stage at festival the previous year, selected for this senior role. Responsible for programming across 5 venues in city of Sheffield overseeing the booking of over 40 artists. Led team of venue managers in working out line up, schedules, artist liaison, technical logistics. Also ran my own stage hosting local and national DJs. Led cross-brand collaboration with Sheffield scene.

July 2014	Matchlight TV "Suffragettes Forever!" The Story of Women & Power for BBC Two 8pm	RESEARCHER for the landmark series which looks at the 300 year fight for equality in Britain. Historical research conducted alone in the National Archive in London to find out more information for episode 1 on the origins of the Suffragettes, reporting back to the producer.
Jan. 2014-2016	Lunar Presents Sheffield based club-night which has produced 12 events across 5 different venues, with capacities of up to 700.	FOUNDER of one of the leading underground student brands in the city. Organised all aspects of the business, from programming to promotion, budgeting to operations. Excellent leadership skills were essential for maintaining passion and clarity between the different members of the team. Strong collaborative links were developed with other local promoters, venues, graphic designers, projectionists video/photographers, DJs and security, creating a community of like-minded people across the city. Ensuring effective event promotion on all forms of media, communicating with local music reporters to instigate features, as well as briefing of the photographers and videographers to maintain Lunar's brand image. Received coverage from local and national media, including the Guardian.
Sep. - June 2014	'Fire Eater' Whisky Brown Forman - one of the largest American-owned spirits and wine companies.	BRAND AMBASSADOR in the University of Sheffield community, identifying and creating new opportunities to engage with students. Maintained close communication with manager to ensure activities within Sheffield are in keeping with national promotional strategies. Part of small team in bars and clubs in Sheffield, face to face distribution of free tasters and Oculus Rift Experience (virtual reality glasses with advert for drink) captured on camera and used in social media campaigns. Received training regarding alcohol promotion, its laws and the alcohol industry.
2013 -14	Forge Media - Sheffield Students Union Radio.	RADIO SHOW FOUNDER/DJ Created concept for show, "Here Comes the 60s", and formed team including co-hosts, engineers and promoters.
Aug. 2012	London 2012 Olympics/ Paralympics	VOLUNTEER MEDAL BEARER / 'GAMES MAKER' Selected from over 750,000 to be one of 500 Medal Bearers. Presented medals at Rowing, Women's Basketball, 5 and 7-side Football. Trained in etiquette and complex choreography for ceremonies broadcast live on television.
Aug. 2010+11	Universal Music Group Island Records, London	DIGITAL MARKETING INTERN Assisted with the online promotion and merchandising for the Island Records roster. Part of the team adapting marketing strategies for each artist to maximise sales. Databasing of media clippings. Updating weekly sales spreadsheets for board meetings. Conducted research project on the relationship between sales and release dates of singles on iTunes and Youtube.
July 2010-13	Langnau Jazz Nights - week-long music festival in Switzerland	SOUND AND LIGHTING ASSISTANT for Main Stage. Adjusted lighting rig and set design for jazz setting, manned the lighting desk during performances. Conducted sound-checks, setting up backline, instruments, and microphones.
2011	The Biscot Mill, Luton	WAITER in restaurant. Worked busy Sunday shift serving 100+ customers.
June 2011	Wildfire Television	WORK EXPERIENCE at TV production company - helped on drama recon shoot for Channel 4 history series.

EDUCATION, ADDITIONAL SKILLS AND INTERESTS

BA Hons	English and Music (2:1)	University of Sheffield	2012 - 2015
A-Levels:	English Lit., Music, Music Tech. AS levels: Politics, French. (BBB)	St. George's VA School, Harpenden	2009 - 2012
GCSEs:	12 GCSEs incl. A* in Music + French	Cranbrook School, Kent (Music Scholarship)	2006 - 2009

*Full UK driving license for 7 years

*Conversational French/German (dual nationality - British/Swiss)

*Musical Training: Studio Training, Music Production Software, 'Cello, Drums, Guitar, Bass, Piano, Recorder, Singing.

*Travel: Inter-railing- Eastern Europe, Morocco, California, Detroit, Paris, Stockholm, Berlin, Barcelona, Sofia.

*Theatre: experience in both pit band and chorus for various school and university productions.