

LEX CARTER

Multimedia Creative



Full Time Work Experience.

2017 - Present	TeamSport Karting
Remote / Hybrid	Brand and Creative Manager
2009 - 2017	Freelancer
Various	Brand Design and Audio Producer
2015 - 2019	Chorley FM
Chorley, Lancs	Director

PROFILE INFO

Creative and driven marketing professional with 10+ years' experience in brand, design and campaign delivery across leisure and entertainment. Former radio presenter with a background spanning commercial radio, audio production and station branding. Also an experienced events manager, having planned and delivered festivals and large scale awards ceremonies.

Outside of this I've spent 25 years as a private hire DJ, including a residency at Krazyhouse in Liverpool, and I'm Co-Founder of Sonair and Starbeat, two small businesses built around my passion for radio and live events.

Contact

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Aintree, Liverpool, United Kingdom.

My Primary Arsenal.



Also an expert in **Google Suite** and **Microsoft Office**, fully comfortable working on both **Windows and Mac** platforms.

Career Highlights.

Taken full ownership of TeamSport's annual Summer Festival and Awards Ceremony, managing all logistics, suppliers, production and hosting across every edition since 2019. Grown both events significantly, now delivering to 1,000+ attendees at venues including the NEC Birmingham and Hatton Country World.

Took full ownership of a company-wide rebrand for TeamSport Karting, leading the creative direction from initial concept through to final rollout across all locations and channels.

Played an integral role in TeamSport's expansion from 12 to 40 locations across the UK and Europe, contributing to brand strategy, operational development and business growth throughout the journey.

References.

Angela Porter

Chief Commercial Officer at TeamSport
Available upon request.

Gemma Flemmich

HR Director at TeamSport
Available upon request.

Dave Stewart

Co-Founder of Sonair Ltd
Available upon request.