

# Samrah Ashworth

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19.03.1984

Full

British

## PERSONAL STATEMENT

Dynamic and results-driven Executive Assistant with extensive experience in managing high-level administrative functions, strategic planning, and operations for leading companies. Proven expertise in contract negotiation, financial management, process implementation, and executive support, driving organisational success and efficiency. Skilled in orchestrating international route planning, cross-border touring logistics, work visas, and permits as well as securing international licensing via collaboration with US and Japanese authorities. Demonstrated ability to handle complex projects, interact with top-level executives, and manage multiple priorities seamlessly. Adept at leveraging industry knowledge and cross-functional collaboration to achieve business goals and enhance service delivery. Recognised for attention to detail, problem-solving skills, operational excellence, and dedication to excellence.

## SKILLS

Executive Support

Strategic Planning

Contract Negotiation

Financial Management

Process Implementation

Crossfunctional Collaboration

Project Management

Report Preparation

Diary Coordination

Travel Arrangements

Task Management

Client Relations

Office Administration

Bookkeeping

Global Route Planning

## WORK HISTORY

### PROJECT COORDINATOR AND EXECUTIVE ASSISTANT

Artisans and Artists, January 2025–November 2025

- Identified opportunities to optimize project performance.
- Anticipated project obstacles and adjusted procedures to maintain steady progress.
- Collaborated with cross-functional teams to ensure successful project results.
- Provided administrative support and workplace training to team members.
- Delegated specific tasks to various employee teams to meet timeframes and increase overall productivity.
- Ordered new equipment for projects and tracked company inventory levels.
- Recommended department workflow and process improvements to project manager and leadership.
- Maintained confidentiality with sensitive or proprietary information on behalf of project team.
- Managed competing demands, adapting to frequent change, delays, or unexpected events.

**PRODUCT MANAGER, Okehampton, Devon**

## Spirit of Unicorn Music, January 2020–August 2024

- Identify new and existing artists for collaboration, leveraging industry executives' experiences to benefit the label.
- Create P&L accounts to gain board approval for new projects and ensured budgets were met or exceeded.
- Coordinate with distributors and artists to ensure timely delivery of assets to meet global release dates.
- Collaborate with PR and marketing experts to execute international advertising campaigns, maximising sales.
- Achieved board approval and financial success for new projects by meticulously creating and managing P&L accounts.
- Ensured timely global releases by coordinating effectively with distributors and artists.
- Maximised sales through strategic collaboration with PR and marketing experts on international advertising campaigns.

## EXECUTIVE ASSISTANT, Okehampton, Devon

### QEDG Management, January 2017–August 2024

- Managed bookkeeping for internal and third-party companies, including invoicing, bank reconciliation, and preparation of quarterly VAT returns and annual accounts.
- Implement processes and procedures to ensure consistent and effective service delivery across the company, including HR and Finance policy for internal and external reporting.
- Compile information and prepare reports to inform management on activities, special projects, and objectives, with a focus on music royalties and copyrights.
- Deliver comprehensive administrative and office duties, including diary coordination, travel arrangements, and task management, to ensure smooth company operations across multiple time zones.
- Secured lucrative contracts with multinational organisations by conducting research, negotiation, and due diligence.
- Achieved mutually beneficial results through professional interaction with top-level executives from internationally respected businesses.
- Proofread and edited executive documents and communications.

## OFFICE MANAGER, Crediton, Devon

### Creedy Carver, January 2012–January 2017

- Interacted with customers via phone, email, and in-person to provide information and direct queries to appropriate staff.
- Organised filing systems and maintained accurate records for efficient office management.
- Prepared vendor invoices and processed incoming payments to ensure timely transactions.
- Oversaw office inventory ordering, requisitions, and stocking to maintain necessary supplies.
- Optimised route planning to address last-minute challenges, enhancing customer satisfaction.
- Managed HR and Health & Safety administration tasks, ensuring compliance with company policies and regulations.
- Improved customer satisfaction by professionally handling inquiries and directing them to the appropriate staff.
- Enhanced office efficiency by organising filing systems and maintaining accurate records.
- Ensured timely financial transactions by preparing vendor invoices and processing payments.
- Maintained necessary supplies by effectively overseeing inventory ordering and stocking.
- Increased customer satisfaction through optimised route planning and effective management of last-minute challenges.
- Ensured compliance with company policies by efficiently managing HR and Health & Safety administration tasks.

## TRAINING COORDINATOR, Crediton, Devon

### Graphic, January 2010–January 2012

## SENIOR COACH, Hayle

### Marks & Spencer, January 2004–January 2009

## **EDUCATION**

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### **EUROPEAN POLITICS, NGM**

The University of Nottingham, September 2002- June 2004

## **ACCOMPLISHMENTS**

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- Secured a multi-million-dollar deal between the band YES and Warner Music Group by providing full operational support.
- Delivered a \$100,000 profit for the 2022 Close to the Edge tour by working with Live Nation Japan on behalf of the artist, managing contract negotiations, and strategic planning.
- Netted over £600,000 for the band by working as Project Manager with BMG UK to deliver the Asia in Asia boxset and re-release of the Asia back catalogue.
- Generated £20,000 (and growing) in donations to Macmillan Cares from the John Wetton: An Extraordinary Life project, which included a book, a boxset, and an evening of celebration with 20+ musical legends.
- Achieved continued revenue exceeding £50,000 for John Wetton's estate from the book and boxset sales.

## **QUALIFICATIONS**

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- Prince2 foundation
- Prince2 Practitioner

## **REFERENCES**

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References available upon request