

## HANNAH WILLIAMS

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### EDUCATION

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#### **University of Leeds 2015-2019**

Music Performance, BMus – 1<sup>st</sup> Class (with honours)

Modules Including: Research Skills; Beginners Japanese; Events Management and Arts Marketing

Thesis on "The Factors Influencing Bb Clarinet Purchasing Decisions"

#### **Conservatorio Superior de Música de Castilla y León (COSCYL) 2017-2018**

Clarinet. Modules Including: Clarinet Maintenance

#### **Wycombe High School 2007 – 2014**

3 A-Levels at AAA (including Music), 8 GCSE's at A\* (including English, Spanish and IT), and 4 at A (including Maths)

### RELEVANT EXPERIENCE

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#### **Brand Manager at The British Band Instrument Company (BBICO) (September 2020 – present)**

Responsibilities include research, development, and sourcing of new products, as well as the design and manufacture of packaging for the various brands under the BBICO company. I am also responsible for the direct to consumer, dealer, and distributor channels for Edgware By BBICO. My role includes digital marketing and content creation for several brands under BBICO, including Facebook Advertising, Instagram, TikTok, website design, blog writing and video content creation. I also manage the design and implementation of trade show booths for BBICO, both in person and virtually.

#### **Export Sales and Operations Coordinator at BBICO (September 2019 – September 2020)**

This role involved assisting on the sales and export side of the business. I oversaw customer orders from the quotation stage through to shipping, raising the relevant documentation for exports, in addition to building sales on a database of clients in over 100 countries. I managed the logistics for the import and export of products, raising purchase orders for suppliers, and liaising with customers daily. I was also responsible for maintaining online sales channels, including Ebay, Amazon and Reverb, and managing orders received through these platforms. I also managed BBICO news channels on social media and through our website.

#### **Woodwind Specialist at Dawkes Music (August 2014 – September 2015)**

The role included dealing with trade customers and suppliers as well as with retail customers. I received specialist product training, such as clarinet and saxophone mouthpiece training from Professor Anton Weinberg. I had regular responsibilities including cashing up, completing finance applications, and processing rental agreements. I attended conferences to network with others across the industry, as well as representing the business on trade stands at musical festivals and competitions. Other tasks included filming product videos for YouTube, writing reviews for new product releases, and setting up new projects - such as clarinet reed tester packs, which have since been expanded to be available for the saxophone. I was also selected to carry out research at the Selmer headquarters and factory in France, as well as using some of my holiday to travel to Japan in May 2015 to visit the factories of Yamaha, Yanagisawa, and Pearl.

### SKILLS AND ADDITIONAL INFORMATION

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#### **Interpersonal Skills**

- Working for a musical instrument trading company has improved my ability to express my ideas clearly and confidently in person, over the telephone, over video call, and via email when dealing with customers from different cultures.
- Building relationships across the industry has been key to securing PR opportunities with publications such as NAMM, The Music and Sound Retailer, Music Teacher Magazine, and the Music Industries Association.
- As an ERASMUS student, I developed my ability to communicate in a foreign language (Spanish) and form friendships and relationships with other students from across the world.

#### **Precise, Ambitious and Organised**

- Coordinating the launch of a new brand and exhibiting at the NAMM Show within 3 months of starting a new position required a motivated and focussed work ethic.
- Running a private teaching studio and working as a professional musician alongside my fulltime position in MI requires a high level of organisation.
- As an ambitious musician, I was selected to play bass clarinet in the European Union Youth Wind Orchestra and was selected to perform Spanish music in Moscow as part of the SalMos Festival in April 2018.

- Experience working in the fast-paced environment of start-up required focussed work and attention to detail, often under time constraints and pressures from investors to reach specific targets.
- I was the first individual to complete an empirical study exploring the consumer behaviour of musicians.

#### **Listening Skills**

- As a volunteer for a confidential, anonymous, non-judgmental, non-directive and non-advisory telephone line, I have enhanced my active listening skills and am able to remain calm under pressure and in difficult situations.
- As a woodwind teacher, I am a patient individual who ensures that what I am explaining is fully understood by those I am teaching, particularly when teaching via online platforms.
- As a professional musician, I listen to the requirements of my clients to meet their needs, exceed expectations, and deliver an exemplary service.

#### **Team Skills**

- Playing in musical ensembles from a young age has meant that I am comfortable working alongside others.
- Recently coordinating a fundraising campaign for Brass for Africa involved motivating and encouraging my colleagues to beat our target, resulting in providing 6 girls with music education for a year.
- As part of a team trying to make the clarinet a more accessible instrument to those with physical disabilities, I can recognise and admire the expertise of team members with different experience and knowledge than myself.

#### **Ability to Work Independently**

- I am able to identify opportunities and be proactive in developing ideas, such as using Vidyard to secure new dealers during the COVID-19 pandemic when in-person visits have not been possible.
- Working solely with the founder of nSpireMe meant that I was often left to work independently and was trusted with the day-to-day operations of the company when the CEO was away at meetings or on leave.

### **EMPLOYMENT HISTORY**

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- Brand Manager - BBICO (September 2020 – present)
- Export Sales & Operations Coordinator – BBICO (September 2019 – September 2020)
- Senior Producer – Hertfordshire Festival of Music (June 2019)
- Content Creator – nSpireMe (September 2018 – June 2019)
- Marketing Intern – nSpireMe (June 2018 – September 2018)
- Orchestral Manager (August 2018) – Pastoral Leader (August 2016 and August 2017) - Yorkshire Young Sinfonia
- Employability Intern – University of Leeds School of Music (November 2016 – June 2017)
- *Leeds Loves* Ambassador – University of Leeds (October 2016 – August 2017)
- Pastoral Leader - Yorkshire Young Sinfonia (August 2016 and August 2017)
- Customer Host – White Stuff (July 2016 – April 2017)
- Student Ambassador – University of Leeds School of Music (March 2016 – July 2017)
- Woodwind Specialist – Dawkes Music (August 2014 – September 2015)
- Woodwind Teacher (September 2012 – present)
- Sales Assistant – Dawkes Music (August 2012 – July 2014 and December 2015 – April 2017)

### **VOLUNTEERING**

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- Team Member – One-Handed Clarinet Hackathon (July 2020 – present)
- Prescription Deliverer – COVID-19 Community Outreach Project (April 2020 – May 2020)
- Training Repair Technician – All Brass and Woodwind (September 2018 – June 2019)
- Leeds Nightline Volunteer (October 2015 – June 2019)
- Wikipedia Edit-a-thon for Female Composers (September 2018)
- Symphonic Wind Orchestra Manager – Leeds University Union (April 2015 – June 2016)
- Peer Mentor – University of Leeds School of Music (September 2016 – December 2016)
- Inspire Day Runner – National Youth Orchestra of Great Britain (September 2016)
- IT Support Tutor (January 2011 – January 2013)

### **OTHER SKILLS**

- Full, clean driving license
- Ability to communicate in Spanish
- Competent with Windows and MacOS
- Experience with Sage 50, GSuite, Slack, Trello, Intercom, Salesforce, Asana, MailChimp, Amplitude, FullStory, GoCardless, Adobe InDesign and Zoho CRM