

ANNA RIERA

FILM, TV & THEATRE: PA/EA, CLIENT & CONTRACTS

Experienced and dynamic professional with a proven track record in the TV, Film, Entertainment and Luxury Service industries. Has contributed to the success of renowned productions, providing vital support to artist management, and overseeing logistics with precision. Delivers exceptional support to VIPs and facilitated seamless theatre operations. Confidently leads diverse teams, streamlining processes, and implementing innovative training programs that drives services excellence. As EA and PA, transforms internal systems, increased efficiency, and provided invaluable 1:1 support. Expertly manages diaries, organised complex schedules, meetings, travel and contributes to behind-the-scenes administration. Currently eager to transfer 15+ years of competency and skill development into the Film, TV, and Theatre industry.

CONNECT

📍 Purfleet, RM19

☎ +44 (0) 7706 832 516

✉ anna.rieraftt@gmail.com

🌐 [linkedin.com/in/anna-riera-7b483315](https://www.linkedin.com/in/anna-riera-7b483315)

🗣️ Fluent in English, Spanish & Catalan

SKILLS & EXPERTISE

- Executive / Personal Assistance (C-Level)
- Administrative Management
- Event Management
- Project Management
- Event Production
- Film/TV Production
- Talent Management
- VIP / HNW / UHNW Engagement
- Diary Management
- Meeting & Appointment Scheduling
- Meeting Administration
- Travel Management
- Communications Gatekeeping
- Expenses Administration
- Document Production
- Research & Reporting
- Presentation Generation
- Query Management
- Logistics Coordination
- Budget Management
- Location Hunting
- Team Management
- Training & Coaching

EDUCATION

FDN. DEGREE IN ARTS FILMMAKING
MET FILM SCHOOL LONDON | 2019

CERTIFICATIONS

- HollywoodX Certificate in Film (UPen, 2020)
- The Business of Film (TOU, 2020)
- Film Distribution (FDA, 2020)
- Film Production (METFILM, 2016)
- Events Management (TOU, 2020)

SOFT SKILLS

- Leadership
- Excellent Communication Skills
- Relationship Building Skills
- Collaboration
- Problem-Solving
- Conflict Resolution
- Emotional Intelligence
- High Organisational Skills
- Prioritisation
- Efficiency

CAREER EXPERIENCE

PRODUCTION ASSISTANT / PA

VARIOUS CONTRACTS | 01/2008 – PRESENT

- Contracted to the London Kills BBC & Acorn TV series to support artist management, the security of film areas and to cue artists in live production areas. Oversaw crew/artist hospitality and on-location logistics.
- Worked with WhatsOnStage London as a volunteer Assistant and VIP Liaison, supporting the annual award ceremony for 10 years, partnering with the Director to support arts, ticket office and stage operations. Personally oversaw the transportation and delivery of VIP experience. Provided ad-hoc PA/EA support to the theatre CEO.
- Volunteered for 10 years with Madtrust London as a Stage Manager and VIP Liaison, leading the curation and production of fundraising cabaret nights attended by VIP guests.
- Hired as a Production Assistant & Researcher to Dolores, a short, working with Claudia Kaleta the Producer to undertake research for on-location shoots and for the acquisition of both cast and crew. Additionally oversaw talent on set and the organisation of film and production areas.
- Supported as an On-Location Assistant for The Protector, a feature film produced by Passionflix London, with accountability for negotiating with location owners and for feasibility assessments for ear-marked sites for filming.

HEAD OF GROUP SALES ADMINISTRATION/COORDINATION

SUNSEEKER LONDON LTD | 02/2017 – PRESENT

- Promoted to Head of Group Sales Administration/Coordination to deliver executive support and oversight of a 25-strong team dispersed across Europe, inclusive of the PA/EA team, defining quality and service standards.
- Spearheaded a major simplification and streamlining of the sales administrative processes that boosted efficiency.
- Devised and delivered training to the entire sales administrative division to enhance service effectiveness.
- Implemented a new sales and service training programme that accelerated target revenue and sales.
- Oversaw the ideation and execution of corporate events that boosted brand recognition and sales generation.
- Cultivated corporate sponsorships and partnerships and oversaw sponsor communications and updates.
- Pre-emptively addressed risks and gaps in service and led the identification and resolution of service issues.
- Established a network of internal and external contacts as subject-matter-experts to address emergent needs.
- Oversaw the operation of the administrative team, oversaw conflicts in deadlines and short-notice workflows.
- Acted as the central resource for research, entrusted also with high-level, sensitive, and confidential information.

EA TO DIRECTORS

SUNSEEKER LONDON LTD | 01/2013 – 01/2017

- Promoted to EA to the Directors & Senior Broker team, instrumental in transforming internal systems to increase team efficiency that resulted in an increase in commercial activity and sales.
- Delivered both team and 1:1 support, critically increasing the productivity and impact of executive leaders.
- Oversaw contract preparation, negotiations, and completions on behalf of seniors for key logistics services.
- Coordinated the diaries, schedules and meetings of the entire time, optimising resources to meet business demand.
- Functioned as the first point of contact for customers and vendors, including for complex queries and issues.
- Generated valued-adding research presented to the Board of Directors to support business improvement.
- Extended support to deliver private PA services to the Directors, including events, travel, and restaurant bookings.

PA TO SALES DIRECTOR

SUNSEEKER LONDON LTD | 06/2008 – 12/2012

- Provided comprehensive diary management to the Sales Director with a view to optimising their revenue impact.
- Effectively and efficiently planned and managed their time against conflicting priorities.
- Organised conferences, video calls, travel, and client meetings, with complete support to presentations and reports.
- Liaised with HNW and UHNW clients in the autonomously handling of common enquiries and updates.
- Delivered complete minute support, inclusive of agendas, minutes, action plans and follow-up reports.
- Generated a suite of new spreadsheet-based reports used by the Sales Director to visualise divisional performance.
- Extended support to the executive administrative team as a deputy for other PA absence.

PA TO DIRECTOR

MARINA ESTRELLA SPAIN | 03/2005 – 01/2008

- Delivered proactive 1:1 PA support to the Director, inclusive of complete diary and travel management.
- Pre-empted problems and emergent workflows; optimised the Director's schedule to meet priority needs.
- Juggled priorities, using diplomacy to coordinate rearranged meetings, and to gatekeep communications.
- Went the extra-mile to coordinate specialist requests, including travel, meeting, and corporate hospitality.
- Researched and generated valued insight reports, forecasts, and documents on market trends.
- Delivered comprehensive administrative and secretarial support that enabled business growth.
- Effectively organised expense payments and undertook additional support in project settings.
- Sustained a highly organised filing system, formatted documents and organised couriers and deliveries.
- Maintained internal databases with contact information, oversaw mailboxes and routine enquiries.