



RESUME

ANGIE SIMPSON

Mobile: 0414031674

Location: Gold Coast, Australia

PROFILE

DOB: 26/09/1970

Highly motivated Social Media Embedded Producer, Personal Assistant and Entertainment Manager.

Bachelor of Social Science, Double Psychology Major.

Energetic, outgoing, professional, humble, paying strict attention to detailed organization and scheduling. Highly respectful, and will adapt to any situation with ease.

Simultaneously handled multiple business responsibilities for 2 highly successful children in the entertainment industry, while maintaining a family household.

Highly experienced in entertainment management, branding deals, social media management, and personal assistant in the entertainment industry.

Passionate about maintaining a high level of personalized client service and awareness.

EXPERIENCE

CURRENT-

SOCIAL MEDIA EMBEDDED PRODUCER ABC NETWORK, LOS ANGELES - MAY 2019 - AUGUST 2019.

Currently working on location for the ABC/DISNEY 'REEF BREAK' television series filming on the Gold Coast, Australia. Contracted to Aug 1, 2019.

Job Duties- Filming content with leading cast for all social media outlets,- Instagram, Facebook and Twitter. On set daily accruing photos, videos, boomerangs, behind the scenes interaction with the leading, recording liners for the show release for the cast's personal social media pages and the ABC 'Reef Break' social media outlets. All recordings delivered back to the ABC in Los Angeles for editing.

SOCIAL MEDIA MANAGER- THIRSTY WORLD INC. 2016- Current

CEO, DIRECTOR & MANAGER - SO ALLI, INC.— 2010-2019

Fashion Design and Brand Management.

Artist and Entertainment Management. Co-Managing the career of Alli Simpson; Host, Singer, Actor, Brand Ambassador.

Guided Alli Simpson to become the youngest nationally syndicated Radio Host in the USA on Radio Disney. Alli's radio show had a focus on the latest news, fashion and relevant pop culture topics; and features interviews with the biggest celebrities in fashion, film and music, with 7 million listeners a week.

Assisting Alli with structuring advice for her listeners on a wide variety of topics including beauty, fashion and relationships.

Commanding a social media audience of over 4 million followers combined across Instagram, Twitter, Snapchat and Facebook. One of my major roles is in the development of strategies to enhance this social media reach and presence.

Helping guide Alli to release three major music singles in the last two years, each one of her accompanying music videos earned over 25 million views and counting on YouTube.

Alli is garnering the attention of fashion and beauty brands globally. The past 2 years alone featured campaigns for Swarovski, Maybelline, Clinique, Supre, Beauty Blender, Macys, Delia's, ImPress Nails and Claires, launching in store promotions and fashion shows around the country in person and via social media.

PREVIOUS WORK-

CELEBRITY PERSONAL ASSISTANT- 2017-2018

Personal Assistant to Yolanda Hadid 2017, Mother of Gigi and Bella Hadid and former cast of Housewives of Beverly Hills.

MANAGER CODY SIMPSON — 2010-2015

Artist and Entertainment Management.

Brand development and creative support and scheduling traveling through multiple countries on world tour.

Running Social Media- Facebook, Twitter, Instagram, Youtube, combined 12 million followers worldwide.

Co-Managing Cody's career, a multi-award winning musician with platinum and silver awards to his name, including number 1 positions on various international music charts. Lead on Broadway Musical, Anastasia 2018-2019. Priority focus on music, fashion, acting, modeling, social media, nutrition and fitness, brand and company building.

DIRECTOR, SO ALLI INC. — 2013- CURRENT

Fashion Design and Brand Management.

ATHLETE MENTOR AND MANAGER/PSYCHOLOGIST - AUSTRALIAN SWIMMING 2008 - 2010

Team Mentor and Athlete Liaison for the Female Australian Swim Team. Providing support and guidance in fields of health, motivation and psychological balance in and around their sporting careers.

GENERAL MANAGER AND CO-OWNER CAVILL AVENUE PHYSIOTHERAPY – 1994-1997

Co-owner and Manager of Cavill Ave Physiotherapy practice managing patients and bookings. Running of business, scheduling, finance and staff.

ESTEE LAUDER MAKEUP CONSULTANT- 1990-1992

Trained Estee Lauder Makeup Consultant at Pacific Fair shopping centre.

EDUCATION-

Graduated 1995, Bond University, Gold Coast, Australia — Bachelor of Social Science Double Psychology Major. 1993-1995

Graduate Marymount High School, Gold Coast, Australia 1987.

SPORTING SKILLS

Australian Swimming Team Representative Pan Pacific Games 1987.
Ranked 7th and 8th in the World Rankings for Swimming for the 100m and 200m Breaststroke. Late 1980's.