

NIBELA GOMES

PROFILE

Associate Producer at UD Music, where I plan and deliver events end-to-end from partnership pitches and sponsorship proposals through to ticket campaigns and post-event analysis. I've created evaluation reports to turn event data into concrete operational fixes. Comfortable working across production, marketing and commercial teams to get an activation from concept to delivery. Looking to bring that same insight-to-action approach to building brands at scale.

SELECTED PROJECTS

Tate Britain – 'In My Room Exhibition' | Studio858 Activation

- Co-developed programming for a multi-format industry event, curating speakers across panels and masterclasses
- Coordinated partnerships with Complex, V&A East and BBC to deliver high-value content; managed speaker liaison and scheduling across multiple streams
- Led targeted outreach and marketing to schools and youth audiences, driving attendance and community engagement

UD Music – Industry Takeover All-Dayer

- Co-developed programming for a multi-format industry event, curating speakers across panels and masterclasses
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Adidas x Trench – Jamaica Kit Launch Store Activation

- Delivered a retail marketing activation designed to drive footfall, brand engagement, and cultural relevance
- Coordinated talent, guest experience and in-store event flow in alignment with campaign objectives
- Contributed to programming and talent selection to support brand positioning within a commercially driven environment

CONTACT

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 [LinkedIn](#)

EDUCATION & TRAINING

Cultural Producers Programme

Intensive course in cultural production, stakeholder coordination, strategic project delivery, partnerships, marketing and audience engagement

University of East London & Creative Newham

2025– 2026

Gig Lab: Events Management

Practical skills in event planning, budgeting, marketing, artist coordination and accessibility; foundational skills in social media strategy and risk assessment

Lewisham Music – RSA Digital Badge
2025

BSc (Hons) Applied Psychology (2 years completed)

University of Brighton

2018 – 2020

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EXPERIENCE

Associate Producer – Events & Programming

UD Music (Arts Charity Organisation), London

Nov 2025 - Present

- Deliver live music events, talks and cultural programming whilst contributing to audience growth and engagement
- Develop detailed run-of-show documents, marketing, briefing talent and teams to align creative vision with delivery
- Coordinate cross-functional teams and external stakeholders to deliver culturally relevant, commercially viable events
- Contribute to programming and creative direction, identifying ideas aligned with audience trends and community engagement within the 16-25 demographic.
- Manage event budgets including forecasting, spend tracking and financial reconciliation; analyse post-event feedback to inform future programming.

Freelance Creative Producer & Events

MonadNYC, Doppio Events, Studio858

2024 - 2026

- Delivered exhibitions, live events and brand-led activations across cultural and commercial venues
- Coordinated artists, curators, brands and production teams from brief through to execution
- Managed event logistics including scheduling, guest experience and stakeholder communication
- Supported development of pitch decks, creative briefs and brand partnership materials

SKILLS

- **Activation & Project Coordination**
- **Content & Production Logistics**
- **Partner & Stakeholder Management**
- **Events & Programming**
- **Reporting & Documentation**
- **Problem-Solving**
- **Time Management**
- **Deck Building:** Figma, Powerpoint, Canva
- **Tools:** Google Suite, Notion, Slack, PowerPoint, Excel

REFERENCES

Pamela McCormick

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UD Music / Marketing Manager

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