

SARAH NATHAN

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PROFILE

Events & Digital Content Executive experienced in coordinating conferences, roundtables and corporate awards programmes, alongside executing digital and social media campaigns across websites and social platforms. Background in B2B journalism across the broadcast, retail and media industries, with strong experience in stakeholder and supplier coordination, client communication, event operations and content publishing. Highly organised and detail-oriented, with strong writing, communication and client-facing skills and a keen interest in digital marketing, social media and advertising.

EXPERIENCE

Events & Digital Content Executive | CPI Pro Media

Mar 2026 – Present

- Drive end-to-end delivery of high-profile and C-suite conferences and corporate awards programmes, coordinating logistics, permits, suppliers, vendors and on-site execution
- Manage nomination, voting and registration phases for 170+ people per awards cycle, maintaining large-volume databases and tracking systems to monitor campaign progress, deadlines and participation
- Coordinate internal teams (design, IT, sales, marketing), clients and industry partners (CABSAT, IBC, DICM) to align priorities, address project requirements and deliver against agreed deadlines
- Execute social media campaigns across LinkedIn, Instagram, Facebook and X, handling content scheduling, publishing and campaign rollouts to support audience engagement, brand visibility and participation across conferences and awards programmes

PR Executive & Event Coordinator | Being K9

Dec 2024 – Apr 2025

- Orchestrated planning and delivery of a dog-friendly workshop for 70+ attendees, liaising with venue, marketing, advertising and AV teams to meet operational requirements
- Developed and launched the event page on Wix, creating audience-facing copy and managing registrations, RSVPs and attendee data throughout the event cycle
- Designed and implemented a behavioural screening test to assess dogs' compatibility at the event and support a safe and cooperative environment
- Managed on-site operations and directed volunteer personnel, delegating responsibilities and resolving operational issues in real time to ensure smooth event delivery

Journalist Intern | ME Retail News

Nov 2021 – Sep 2022

- Produced 4–6 daily news stories alongside weekly features and interviews during the publication's pre-launch phase, managing a high-volume editorial workload to maintain consistent output and meet publication deadlines
- Built relationships with C-suite executives, brands and PR agencies across luxury retail, malls, grocery and e-commerce, securing interviews, press access and editorial opportunities through direct stakeholder engagement
- Maintained the e-magazine platform via WordPress, editing and publishing content, organising and updating digital content ahead of launch

Feature Writer Intern | BroadcastPro ME

Nov 2021 – Sep 2022

- Produced in-depth features for a professional B2B audience across broadcast, media and entertainment, covering emerging technologies including AI, 5G, NFTs and FAST
- Interviewed industry leaders, executives and creatives, translating insights into long-form editorial content with minimal editorial input; multiple features were selected as cover stories
- Attended CABSAT and Expo 2020 to identify story opportunities, build industry relationships and source on-the-ground content

EDUCATION

BSc Psychology, First Class Honours | University College London

Sep 2020 – Jul 2024

SKILLS

- Event coordination and delivery
- Content writing & copywriting
- Media and stakeholder relations
- WordPress
- Microsoft Excel
- Stakeholder & supplier management
- Digital content and social media management
- Meta Ads and digital advertising
- Wix
- Canva