Sarah Nathan

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Professional Summary

UCL Psychology graduate. B2B journalism experience and passion for writing yielded skills to produce high-quality news and feature articles in short turnaround times and interview C-level executives. Keen and motivated to transfer interpersonal communication and writing competencies to adjacent industries. Strong interest in mathematics and statistics, with advanced R Studio knowledge and intermediate MS Excel knowledge. Enthusiastic about developing new skills and talents and confident in ability to complete tasks and exceed expectations. Fluent in English, French and Spanish.

Work Experience

Journalist Intern   Nov 2021 – Sep 2022
ME Retail News (Retail Gazette UK)   Dubai, UAE

- Single-handedly populated e-magazine site with breaking news stories, interviews and features prior to launch, under mentorship of an editor
- Composed and published 4 to 6 stories daily and a feature and '7 Questions With' piece (rapid-fire, lifestyle-centred interview) weekly
- Fostered working relationships with brands and PR companies to receive press releases, attend events (Retail Summit 2022, grand openings, etc.) and encourage executives to participate in '7 Questions With' series
- Interviewed C-level executives of retailers (luxury brands, shopping malls, grocers, start-ups and e-commerce) regarding expansions, product/service launches and marketing campaigns
- Explored and mastered WordPress, enhancing knowledge of SEO and tags in boosting site popularity and engagement
- Edited media in GIMP and Photoshop to creatively and visually complement stories, whilst adhering to website and editorial guidelines

Feature Writer Intern   Nov 2021 – Sep 2022
BroadcastPro ME   Dubai, UAE

- Crafted in-depth articles detailing expert discussions of business revenue models and complex technology (NFTs, FAST, 5G, AI, etc.), independently researching unfamiliar concepts to deliver comprehensive narratives
- Attended CABSAT, roundtables and panel discussions (e.g., Expo 2020 Dubai events) to network and engage with executives for greater practical knowledge of industry
- Authored engaging, insightful feature articles about film and TV companies' business ventures in the Middle East after interviewing prominent filmmakers and C-level executives
- Submitted articles in a timely manner with little need for editorial revision; 3 selected as cover stories
- Covered a discussion about next-gen technologies and FAST business models and compiled a Vox pop of executives' insights into engineer shortage (Aug 2023)

Social Media Intern   Feb 2022 – Mar 2022
CPI Trade Media/BroadcastPro ME   Dubai, UAE

- Advertised company's annual 'Future of Sports Broadcasting Summit' event featuring film/TV C-level executives
- Devised a posting schedule that covered Twitter, Facebook and LinkedIn to evenly promote speakers across platforms
- Strategically tailored language and tags based on platform and target audience to optimise reach and impression

Education

University College London (UCL)   London, UK
BSc Psychology   Sep 2020 – Present
Modules include Advanced Statistical Research Methods, Qualitative and Mixed Research Methods, Organisational Psychology, Behaviour Change, Social Psychology and Social Psychology of Risk

Jumeirah English Speaking School   Dubai, UAE
International Baccalaureate   Sep 2017 – Jun 2019
HL English Literature (7), HL Psychology (7), SL French (7), HL Biology (6), SL Mathematics (6), SL Chemistry (6)

Skills

R Studio	Expert	Microsoft Office	Expert
WordPress	Proficient	Microsoft Excel	Proficient