

## GABRIEL MARIN VANDENBROUCKE

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[LinkedIn](#)

[Portfolio](#)

### PERSONAL STATEMENT

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Content marketing specialist with proven experience in content creation, social media management, and digital marketing across sports and events sectors. Skilled in crafting copy for multiple platforms, managing editorial calendars, and delivering impactful campaigns that engage audiences and inspire action. Ability to adapt messaging for different channels and audiences while maintaining brand identity. Passionate about sports and eager to apply communications expertise to increase participation and engagement.

### CORE SKILLS

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- Content Creation & Copywriting
- Social Media Management
- Digital Marketing
- Project Management

### MARKETING EXPERIENCE

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#### Global Content Marketing Analyst

InEvent | [Remote](#)

September 2020 - March 2022

InEvent is an all-in-one virtual event platform offering event management solutions and interactive networking features.

- Authored weekly blog articles on virtual events and industry trends, increasing organic traffic
- Created and managed bi-weekly newsletters for 13,000+ subscribers, improving open rates by A/B testing
- Developed comprehensive eBooks and guides that positioned the company as an industry thought leader
- Produced SEO-optimized content that consistently ranked in top search results for target keywords

#### Marketing Executive

CSM Live | [London](#)

September 2018 - September 2020

CSM Live is a leading sports marketing agency creating impactful experiences for global clients including the Olympic Games, FIFA, and Formula 1.

- Gathered information and content from internal project teams across five international regions, documenting their work with major sports organizations including FIFA and Olympic Games
- Briefed and coordinated with professional photographers for capturing specific sports event content
- Wrote comprehensive case studies showcasing project successes for major clients including Olympic Games, FIFA, and Formula 1
- Managed social media channels, increasing follower engagement across LinkedIn, Instagram, and Twitter
- Developed marketing assets including credentials decks and presentations, supporting growth in new business acquisition

## TEACHING EXPERIENCE

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### UCFB Manchester

Jan 2025 - Present

- Visiting Lecturer and Module Leader for Data Analytics:
- Designed and delivered curriculum covering qualitative and quantitative data collection and analysis methods applied to sports marketing contexts
- Lead practical seminars focusing on data analysis and visualization using Excel

### Coventry University

2022 -2024

- Teaching Assistant: delivered lectures, marked assignments and dissertations, and hosted drop-in sessions to support student learning across multiple Sports Management modules

## TECHNICAL SKILLS

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- CRM: HubSpot
- Email Marketing: HubSpot, Campaign Monitor
- Content Management: WordPress
- SEO Tools: Semrush
- Data Analysis: Google Analytics, Social Media Insights
- Project Management: Asana, Trello

## EDUCATION

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### Coventry University

2021 -present

#### PhD Candidate, Sports Management

- Research focus: The risk of mission drift among grassroots sport clubs in the UK
- Selected for competitive Trailblazer PhD Scholarship

### Coventry University

2017- 2018

#### MSc Sports Management

- Dissertation adapted and published as a book chapter in "Managing Events, Festivals and the Visitor Economy"

### Catholic University of Louvain

2014 -2017

#### BSc Economics and Management

- Specialization in Communication and Journalism

## LANGUAGE SKILLS

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- Fluent in English, Spanish, French and Portuguese

## PROFESSIONAL DEVELOPMENT

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- Associate Fellow of the Higher Education Academy (AFHEA)
- Certifications: "Editing Mastery: How to Edit Writing to Perfection", "Ninja Writing: The Four Levels of Writing Mastery", "Fake News, Facts, Alternative Facts" (University of Michigan)
- Global Leaders Programme: Participated in multicultural exchange and entrepreneurship workshops in Brazil

## INTERESTS

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- Passionate about sports, particularly football and basketball. Advocate for the social power of sports in fostering inclusivity and community engagement. Regular blogger on sports management and marketing topics.