

## GABRIEL MARIN VANDENBROUCKE

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### PERSONAL STATEMENT

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I have studied and worked in 3 countries throughout my life; first in my secondary school in Spain, then my undergraduate degree in Belgium and then my postgraduate in England; which I believe is a proof that I have the appropriate skills to adapt myself to different environments and that I can face difficult challenges. This interdisciplinary and international background, including an MSC in Sports Management and experience in a sports marketing agency and a virtual events platform make me suitable for this role. My excellent communication and analytical skills as demonstrated by my Master's dissertation and experience and my affinity for content writing motivate me for this role.

### EDUCATION

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**Coventry University**

**2017 –2018**

**MSc Sports Management**

**Masters dissertation:** assessing the impact on human rights of the Rio Olympic Games. This study presented an overview into the legacy of sports mega-events on human rights. Human rights were defined at first, and their relationship with sports and sports mega-events was examined. Methodologically, qualitative data were collected in secondary open databases, mainly media and pressure groups articles and reports.

**This is a pending publication: my supervisor thought it was excellent and we are currently working together to publish it in an academic journal (target is ABS 3\* or 4\* )**

- Research-based Dissertation: literature review, research design and philosophy, epistemology, qualitative and quantitative methods, data collection and data analysis, ethics.
- Sport Legal Environment and Broadcasting: we analysed the historical development of sports broadcasting [the evolution of the broadcasting](#) landscape in football, the selling process (individual vs collective), the sports media legal framework, etc...
- Sport Governance: sports policy and development, organisational [governance](#) and institutional change in football, organisational culture and identity.
- Contemporary Issues in sports management: in a group, we critically [reviewed issues in football](#) such as racism, gender inequality, multi-club ownership, corruption.

**Catholic University of Louvain**

**2014 –2017**

**BSc Economics and Management with specialisation in Communication and Journalism**

- Econometrics: we mastered linear regression, quantitative data analysis and statistical software Stata
- Sociology of information and communication: we analysed mass communication, the critical sociology in the diverse currents of contemporary analysis of communication and information.
- Semiotic and Pragmatic Analysis of the Media: we studied the main semio-pragmatic concepts and applied them to analyse concrete communication devices and materials.

### TECHNICAL SKILLS

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- Content management system: creating and managing content in my sports blog and portfolio (e.g. WordPress)
- Podcasting and digital radio: thanks to involvement in sports blogs and participation in different podcasts
- Video editing: editing highlights of football matches (e.g. Sony Vegas)

## RELEVANT WORK EXPERIENCE

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### InEvent

September 2020 – Present

*Global Content Marketing Analyst* [Remote](#)

InEvent is an all-in-one virtual event platform, with built-in event management solutions, interactive live networking features, and a fully customizable Virtual Lobby. InEvent empowers businesses to build strong customer relationships through memorable virtual and hybrid experiences.

- Writing and editing weekly thought-leadership articles for InEvent's [blog](#)
- Running bi-weekly newsletters and email campaigns featuring captivating landing pages and in-depth content (e.g. eBooks, industry reports) on HubSpot
- Managing SEO keyword analytics and creating content rising to the top 10 of Google Search results
- Implementing new process for obtaining and creating client case studies
- Setting up and managing successful Google Ads campaigns

### CSM Live

September 2018 – September 2020

*Marketing Executive* – [London](#)

CSM Live is a leading sports marketing agency in creating experiences with impact. It works for renowned clients globally such as the Olympic Games, FIFA, FIBA and Formula 1. My role included:

- Running weekly email campaigns/newsletters
- Creating comprehensive and engaging case studies and news pieces for the CSM Live and CSM Retail websites
- Running social media channels (LinkedIn, Instagram, Twitter), sharing industry news, creating interactive content
- Tracking website & social media analytics and integrating SEO into content
- Supporting international offices by promoting their work internally and externally
- Building strong marketing assets such as creds decks, presentations and helping business development teams to drive sales

### Coventry Students Union

September 2017 – September 2018

*Course Representative for Sports Management Master.*

My role was to engage students, seeking out their opinions, discussing their feedback in Student Forums with the course director, finding ways to improve the lectures and seminars.

### Anagram Translations and Upwork clients

Occasional projects and jobs as a freelancer

Translate and transcribe texts in English, Spanish and French.

### Occasional job as a teacher

Personal

One-to-one teaching sessions with students, teaching the basics of Spanish.

## LANGUAGE SKILLS

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- Native languages: Spanish and French
- Fluent in English (Level of C1- Achieved IELTS with overall Band Score of 8.0)
- Fluent in Portuguese (Level of B2 - Professional working proficiency)

## EXTRA-CURRICULAR ACTIVITIES

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- Blogging and copywriting regularly: <https://gabimarin1996.journoportfolio.com/>
- Global Leaders Programme (Faculdade de Engenharia de Sorocaba and Coventry University) - Global Experience in Brazil.
- Certifications in digital learning platforms : “Editing Mastery: How to Edit Writing to Perfection”; “Ninja Writing: The Four Levels of Writing Mastery”; “Fake News, Facts, Alternative Facts” (University of Michigan)

## INTERESTS

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- Football is my passion and I engage in different activities related to it; from playing to blogging about it, making and editing videos of highlights, debating in social media, podcasting...
- I take a special interest in international news and newspapers, being subscribed to the Economist and The Guardian. I like to read newspapers around the world like the Washington Post, New York Times, El País, Le Monde, Globo, El Tiempo and Al Jazeera.