

Sabine Tian

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PROFILE

- MSc Digital Marketing graduate
- Developed excellent communication, teamwork, commercial awareness and time management skills in a range of job roles
- Seeking to develop a career in Sports in Social Media Marketing

EDUCATION

- **2018 – 2019 University of Salford, England**
MSc Digital Marketing: Key modules: Marketing and Services Management, Digital Innovation, Digital Marketing and Analytics, Search and Social Media Marketing
- **2012 – 2015 Université Saint Esprit de Kaslik, Lebanon**
BA Multimedia and Audio Visual Arts: Key Modules: HTML, Interface Design, Sound Design, After Effects, 2D/3D Animation
- **2010 – 2012 Université Saint Esprit de Kaslik, Lebanon**
Started studying Interior Architecture: Modules Accomplished: History of Arts, History of Architecture
- **2007 – 2010 Collège des Saints Coeurs Sioufi, Lebanon**
Sociology and Economics (equivalent to GCE, A-level in UK)

RELEVANT MULTIMEDIA AND SOCIAL MEDIA EXPERIENCE

October 2018-December 2018, Manchester City FC – England

Intern, researcher for the 'no-show' issue at the club's stadium, delivered insights and recommendations

January 2016-January 2018, Global Academy International – Qatar

Web Designer/Editor managed school website, kept it updated with all information needed by the user/parents

January 2016-January 2018, SM Media – Qatar

Freelance videographer/photographer for Qatari weddings

December 2014-December 2016, Image Production House – Lebanon

Dubbing Director worked directly with artists (actors, celebrities, professionals etc) and took care that they use the appropriate intonation consistently and stay in character, building the sound of the adopted version using Avid Pro Tools Software

June 2014-October 2014, Think Online – Lebanon

Helped in advertising strategies, branding, web and mobile apps design, domain name and hosting, and social media management

February 2014-April 2014, Global Vision – Lebanon

Managed the online presence of clients on social media platforms, ran social media campaigns for consumer brands, and increased followers

OTHER EMPLOYMENT

2011-2013, Mini Studio Club – Lebanon

Performer for events and shows

2009-2012, Ceramics 'N More, Lebanon

Art Assistant helped customers choosing their ceramic item, colours, and then assisted them transforming their item into bespoke artwork

KEY SKILLS AND ATTRIBUTES

Communication

- Speak four languages: Portuguese, English, French, Lebanese
- During the time spent with Manchester City, I developed a remarkably good communication skill through my work with some of the club's officials
- Through my role in branding, web/mobile apps design, and social media customers' presence, I successfully built and maintained ongoing working relationships with clients through effective communication, understanding, and handled customer complaints in a diplomatic and effective way

Time Management

- Learned how to work in a cross-sectional time horizon for organizing and adapting interviews for data collection during my work with Manchester City
- Working as a dubbing director, I had to keep track of time and ongoing projects; between Lebanon and Qatar, different kinds of television series, documentaries, and cartoons. Punctuality was crucial as lateness could have led to postponing any given on-air show. This required planning and organization of time and work to a maximum efficiency
- Learned to communicate with people under pressure whilst video graphing/photographing weddings, and understand peoples' need. Assisting them when they can't make a decision clearly through my role as an art assistant

Teamwork

- As high school basketball team captain and university soccer team captain, I was responsible to lead my team and provide them by all the encouragement needed
- Being a member in the scout movement, I had to work and communicate with my teammates to undertake crucial team tasks such as get to the locations and erecting tents.

Commercial Awareness

- Through my job experience and my attention to detail, I would manage and analyze customer interactions with the goal of improving business relationships with customers
- Acquired new clients through marketing campaigns and funds collection, offered a personalized service in order to win accounts against competitors, and effectively managed the customer life cycle

OTHER SKILLS

- Proficient in Adobe Master Collection, Avid Pro Tools and computer literacy

VOLUNTEERING

- **1997-2015: Member of a Scout Movement, Lebanon**
Pioneered scout leader: 2013-2015; Collecting funds and charity contacts
- **2011-2013: Volunteer at Children's Cancer Center, Lebanon**

INTERESTS

Skydiving and extreme sports

References are available upon request