

Sophie Chen

Junior Sports Marketing Assistant

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Profile

Sport Management graduate from Manchester Metropolitan University with **2 years** of combined experience in sports events and digital marketing. Managed social media accounts that grew by **over 3,000 followers** across platforms during a placement year at Lancashire Cricket Foundation. Created content for matchday promotions, sponsor activations, and community outreach campaigns. Looking for a junior marketing role in the sports industry where I can combine my understanding of fan engagement with digital content skills.

Experience

Marketing Placement Student, Lancashire Cricket Foundation, Manchester

Jun 2024 – Jun 2025

Year-long placement supporting the marketing and communications team during the domestic and international cricket season.

- Managed the Foundation's Instagram and Twitter accounts, growing combined followers from **4,200 to 7,400** over 12 months
- Created **over 120 social media posts** including match day graphics, player profiles, and community programme highlights using Canva and Adobe Express
- Assisted with **8 sponsor activation events** at Emirates Old Trafford, coordinating signage, hospitality, and social media coverage
- Wrote **15 match reports and news articles** published on the Foundation website, averaging **800 unique views per article**

Events Assistant, Manchester Students' Union, Manchester

Sep 2023 – May 2024

Part-time role supporting the events team during freshers' week, sports socials, and charity fundraisers.

- Helped organise **12 events** with average attendance of **250 students**
- Created promotional graphics and managed event listings on the SU website and social channels

Education

BSc (Hons) Sport Management in Sport Management, Manchester Metropolitan University, Manchester

Sep 2021 – Jul 2025

Graduated with First Class Honours (**71% average**). Dissertation on *the role of social media in building fan engagement for women's cricket in England*, graded **74%**.

- Relevant modules: Sport Marketing, Event Management, Digital Media for Sport, Sport Finance, Strategic Management in Sport
- Dean's List for academic achievement in **2023 and 2024**

Skills

Social Media Management (Instagram, Twitter, TikTok), Content Creation (Canva, Adobe Express), Copywriting, Email Marketing (Mailchimp), Event Coordination, Google Analytics, Photography (basic), Microsoft Office Suite, Stakeholder Communication, Data Reporting

Certifications

Google Digital Marketing and E-commerce Certificate, Google (via Coursera)

Jan 2025 – Apr 2025

Hootsuite Social Marketing Certification, Hootsuite Academy

Aug 2024 – Sep 2024

Languages

English - Native, Mandarin - Conversational

Projects

Dissertation: Social Media and Women's Cricket Fan Engagement

Sep 2024 – Apr 2025

Examined how English county cricket boards use social media to engage fans with the women's game.

- Analysed **6 months of social media data** from 8 county cricket boards, tracking engagement rates across **over 2,400 posts**
- Conducted **12 semi-structured interviews** with marketing managers and fans
- Found that video content featuring behind-the-scenes access generated **3.2 times more engagement** than standard match highlights

Extra Curricular Activity

Social Media Officer, Manchester Met Netball Club

Sep 2022 – Jun 2024

Managed the club's Instagram account and promoted matches, socials, and recruitment drives.

- Grew the account from **180 to 620 followers** and achieved an average engagement rate of **8.4%**

Volunteer, Great Manchester Run

May 2023 – May 2023

Event day volunteer supporting the finish area at the Great Manchester Run.

- Distributed medals and refreshments to **over 1,500 finishers** across a 6-hour shift