

FIONA BARCENILLA VAN DER MAESEN

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*Pursued a 2:1 degree in Mandarin, Media and Communications at Newcastle University.
Recently completed a Masters degree in Society, Culture and Media at University of Leeds.
With an ambition to hone my professional skills in an international context.*

Education

University of Leeds, MA Culture, Society and Media (1st)

2018-2019

Relevant modules: Researching inequalities in the media, Approaches and methods for media and culture, Sociology of media and culture, Understanding society and culture.

- Worked effectively as a part of a team to conduct a weekly study of an assigned reading, presenting it to the class subsequently.
- Conducted a range of different analysis on several types of media, including Semiotic analysis, Content analysis and Critical discourse analysis. Used quantitative research and the theory of Orientalism to study the misrepresentation of Islam in the media.
- Used Instagram to demonstrate the ability to produce and present a piece of individual analysis of media and culture employing the appropriate conceptual framework and critical enquiry.

Dissertation in MA Culture, Society and Media (1st)

2018-2019

Instagram Influencer posts: A qualitative analysis of the impact on young adults

- Carried out a semiotic analysis of two images and subsequently conducted a range of interviews and secondary data regarding the effects of Instagram posts on their audiences.

Newcastle University, BA (Hons) Combined Honours: Chinese and Media (2:1)

2014-2018

- Developed an intermediate level of Chinese language. Communicated orally as well as on paper by doing daily tasks at Chinese lectures such as reading out loud, writing essays, leading and participating in group discussions and groups, developing opinions and proposing ideas.
- Developed the ability to think strategically while gathering information, assessing and interpreting it.
- Showed an eye for detail whilst completing Chinese to English and English to Chinese translation tasks.

华东师范大学 (East China Normal University, Shanghai), Chinese Language

2016-2017

- Adapted to new and changing surroundings, developed cultural awareness and ability to thrive in a fast-paced environment by studying and working in this multicultural city.
- Conducted weekly presentations in Chinese language in front of a public of 20-30 people.
- Organised the workload and met all my deadlines, whilst effectively managing study and part time work.

Relevant Experience

Team member, SUUBI Africa, Uganda

2019-2020

- Adapted to a new environment and traditions, sometimes working with children that did not speak English.
- Assisted regular meetings with other members of the organisation to discuss the progress of the work we were doing and to brainstorm new ideas.

Communications assistant, Destribats web consulting

2018-2019

- Took full responsibility of a clients portfolio by updating their website regularly, making sure the client was content at all times and carrying out monthly meetings with them.
- Developed my IT skills through the maintenance of this client's website.
- Demonstrated good oral and written communication skills through the publication of blog posts and the exchanges of information with the client.

Sales associate, Leeds German market

2018-2019

- Observed the interplay of products, pricing, fashion planning, developing our customer base and the part played by excellent customer service.
- Utilised interpersonal and communication skills while engaging with customers to tailor advice and recommendations.
- Kept track of tabs accurately and handled money responsibly.

Communications assistant, SIEF**2017-2018**

- Demonstrated high levels of accuracy and attention to detail providing advice, recommendations and guidance to senior staff in relations to social media platforms.
- Set up a range of social media platforms for the company as a way to promote their events and give them more visibility, subsequently analysing their performance to maximise their functions.

Head of events, Combined Honours, Newcastle University**2017-2018**

- Organised management committee meetings, wrote and circulated agendas and meeting notes. Kept committee members up to date with progress of our plans.
- Successfully lead a range of different events to get as many people involved and included whatever their taste or background.

Hotel ABBA Centrum, Alicante**2010**

- Developed excellent customer service skills through dealing with customers face to face in a four star hotel environment. Handled complications appropriately, involving the manager if necessary.
- Demonstrated great team working skills by communicating effectively in a team of 6.

Additional Experience**Catering, LUFC****2018-2019**

- Worked quickly and efficiently under pressure, with sole responsibility of a till in a busy environment.
- Interacted with customers professionally and put interpersonal communication skills into practice to build friendly relationships.

Personal english teacher, Shanghai**2016-2017**

- Organised a weekly teaching plan that had to meet strict deadlines and held monthly meetings with the childrens' parents to discuss their improvements and gather feedback.

Charity committee member, Combined Honours, Newcastle University**2015-2016**

- Promoted the society using social networking. Engaged with students using the society's Facebook page.
- Worked as a part of a team to brainstorm, agree and act on a plan to increase the numbers of people involved in our events.

Head of charity committee, Kings college Alicante**2013-2014**

- Proved to be a proactive leader through the organisation of a food collection for the Philippines when the typhoon struck, which became the biggest charity collection the school had ever seen.

After school teacher, Alicante**2012-2014**

- Worked on a one to one base with different students to help them in the school areas in which they needed the most help and tailoring the lessons to their specific needs.

Skills

Languages: Spanish (Fluent), English (Fluent), French (Fluent), Chinese (Intermediate), Italian (Intermediate)

Social media knowledge: Facebook, Instagram, Twitter, LinkedIn, Youtube, WeChat

Computer literacy: Highly competent user of Microsoft office and Mac OSX environments, good working knowledge of Wordpress and Microsoft Windows

References

Yolanda Gibb, Manager at SIEF: ykgibb@we-r-net.com, 0034 661864610

Suzanne Hallam, Masters supervisor: S.L.Hallam@leeds.ac.uk