

Kristy Williams

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I'm an experienced print and digital journalist, editor, content coordinator with a demonstrated history of success writing for wagering, sports, agricultural and news media platforms. I'm a charismatic writer with an affinity for telling sport and human interest stories and engaging, successful social media strategies. I was formerly a semi-professional cricketer, giving me a unique insight into elite sport as a journalist. Was 'Highly Commended' in the 2021 Sports Australia Media Awards in 'Best Coverage of a Community Sport Issue – Rural and Regional' category and was mentioned in the NSW Government's Hansard Register by Phil Donato MP for services to that community.

Experience

Journalist / Optus Sport / 2024 (ongoing)

Achievements

- Coverage for major football tournaments and leagues such as the EPL, La Liga as contractor with a focus on amplifying content that increases subscriptions
- Crafted engaging social copy to drive both content and subscriptions for a combined reach of 4 million
- Content includes immediate release match reports, statistical and tactical analysis features of players and teams, features using in-house talent (football legends) to amplify TV content and drive subscriptions
- Drove company record for viewership and subscriptions across EURO and Copa America 2024

Deputy Sports Editor / Daily Mail Australia / 2022 – 2023

Achievements

- Secured regular exclusives across sports, travel and lifestyle by building strong stakeholder relationships
- Edited the Daily Mail Sport page via CMS with hundreds of articles submitted around the world per day, as well as proof reading, editing and sourcing stories for up to five journalists under me
- Regularly pitched relevant long-form feature ideas about players' lives on and off the field, as well as writing instant breaking news regarding sport in a high-paced, high-volume busy newsroom
- Live blogged major sporting events for 12-hour shifts, as well as trained the News staff on how to use
- Growth of reader engagement in Australia of more than 33% in world's biggest digital audience
- Also wrote travel and lifestyle features, which averaged approximately 75,000 readers per article
- Detailed analysis via intricate CMS capabilities and Google Analytics to inform content optimisation on website and app, as well as inform content management strategies

Commentator / Women's Australian Rules Football Radio (WARF) / 2014 – Present

Achievements

- Special Comments lead for WARF Radio, which covers the AFLW via the official AFL app
- WARF was the number one radio outlet in the 2023 AFLW season for total broadcasts
- Helped create Australia's first independent radio coverage for Women's AFL (VFL and AFL exhibition)
- Straight-forward, engaging match analysis and statistical dissection (matches available on portfolio)

Deputy Editor / Sports Editor / Parkes Champion Post / 2020 – 2022

Achievements

- 'Highly Commended' in the 2021 Sports Australia Media Awards in the 'Best coverage of a community sport issue – rural & regional media' category for feature report on female coaches in football. I was also mentioned in the NSW State Government Hansard in recognition of those community efforts
- Since being solely responsible for the Facebook feed, digital and print streams of the Parkes Champion Post from June 2021 until finish date, reach increased by 42% and social post engagement by 31%
- Cultivated strong relationships with local MPs, which also led to a mention in the Hansard register in NSW Parliament for coverage of rural sports and women's issues
- Wrote engaging and accurate breaking news, human interest features, sports and agricultural analysis
- Facebook page likes and follows over 21% higher than the three equivalent Facebook sites in the network

Content Coordinator / The Farmer Magazine / 2018 – 2019

Achievements

- Saw a 163% YOY increase for the NSWFarmers social media platforms
- Created and implemented content strategies for NSWFarmers lobbying efforts, including government petitions, member communications and related content as well as CMS content management
- Co-ordinated photographic, editorial and graphic design content for the print magazine
- Created the social media strategy for NSW Farmers across Facebook, Instagram and Twitter in line with the organisation's content and communications strategy
- Wrote feature length agriculture stories and rural advertorials

Content Coordinator / William Hill Australia / 2017 – 2018

Achievements

- Writer in a team of three that wrote betting previews for William Hill (corporate betting bookmaker) blog under the moniker of the Wolf, with a monthly following of approximately 1.7 million bettors
- Betting previews saw specific turnover increase of 14% YOY over two years from direct bettors
- Ensured round-the-clock client betting engagement with content management of website and app, with main betting events throughout the day and night highlighted with optimised copywriting
- App and website content optimisation through CMS

Content Coordinator / Sportsbet / 2015 – 2017

Achievements

- Market optimisation via CMS for both mobile, app and desktop versions of Sportsbet
- Ensured round-the-clock client betting engagement with content management of website and app
- Copywriting and content management with in-house graphic designers
- Content team responsible for monitoring turnover as a response to SEO and CMS optimisation

Freelance Writer and Podcaster / Ladies Who – Bleacher Report – The Roar – Athlon Sports – NFL Amateurs – The Coathanger – WARF – GRV Media / 2018 – Present

Achievements

- Write digital content for online publications on AFLW, women's cricket, WSL football and NFL fantasy
- Appear on several podcasts including Ladies Who, NFL Amateurs and the Coathangers

Education

Bachelor of Communications / Griffith University / 2014 – 2016

Bachelor of Psychology and Coaching Science / University of Canberra / 2008 – 2010

***More experience available on request in the PT and Sporting Industry*