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My portfolio



CERYS JONES

Sports journalist specialising in football

I am diligent, passionate, and eager to improve the already-impressive reporting skills I have developed in my degree, NCTJ training, and numerous work placements. My

experience of live newsroom, studio, and matchday

environments makes me a valuable member of any team,

and I am committed to taking all opportunities and

feedback to pursue a career in sport journalism.

Education

Journalism Studies BA University of Sheffield

2022 - 2025

- PPA and NCTJ accredited course; on track for gold standard NCTJ Diploma in Journalism and firstclass degree.
- · Assessed live online, TV, and radio newsdays where I sourced. produced, and published local news and sport stories on tight deadlines, building newsgathering and production skills in multiple formats.
- Received one of the highest marks in the year for my final newsday, where I produced and presented a TV sports bulletin.
- Other assessments have included sports feature writing on varied topics including female-specific football science research, sleep coaching, and the psychology of impact substitutions. Standout interviews include Adam Le Fondre, record holder for most substitute goals in a single PL campaign.

Wilmslow High School sixth form

2020 - 2022

3x A* at A-level, A in EPQ

Other skills

- Full, clean driver's license
- · Interviewing, including press conferences
- Adobe Premier Pro and Audition
- Use of Panasonic CX10 TV camera and Tascam DR 40 audio recorder
- NCTJ qualifications include:
 - o Shorthand, 100wpm
 - Essential Journalism
 - o Essential Media Law and Regulation
 - Court Reporting
 - Videojournalism

GDPR Statement: This CV may be kept on file and distributed for employment purposes.

Experience

The Athletic (upcoming)

Leon H. Carter Newsroom Internship June - September 2025

· After a rigorous application and interview process, I became The Athletic's first-ever UK newsroom intern, and will support the editorial team covering the Club World Cup, Women's Euros, transfer window and more.

Manchester United

Writer, work experience

March - April 2025

• Approached by United's editorial team to write for the women's matchday programme and website. I have produced interviews with multiple first-team players, an online analysis piece, and the main feature for an upcoming issue of the programme.

FromTheSpot

Women's Football Editor, Deputy Editor in Chief

February 2024 - present

- · Editorial duties include coordinating accreditation opportunities for our writers, copyediting, and SEO. Our team edited and published over 300 articles during EURO2024, driving a 220% increase in traffic from June to July. Invaluable experience of long days of fast-paced coverage and team management.
- My work includes reports on live Women's Super League matches and press conferences throughout 2023/24 and 2024/25 as well as breaking news, analysis, and features.

Stretford Paddock

Matchday intern, freelance presenter November 2024 - ongoing

- 8-week internship assisting producers and presenters on Manchester United men's matchdays.
- · Responsibilities: preparing presenters' talking points for buildup and reaction shows, providing live statistics during match watchalongs, preparing stills and talking points for tactical analysis shows, live posts on X throughout games and scheduling later posts.
- Internship led to freelance opportunities including presenting interviews and creating social media content on fan protests against the club's owners.

GRV Media

Writer Lab placement April 2025

· Week-long placement covering the Premier League for HITC.com. Massively developed understanding of SEO and digital publishing best practices on WordPress and finding new angles on relevant trending topics to add value for the reader, and further developed ability to turn around quality copy at speed. Work linked here.

All For United WFC

Presenter and panelist

January 2024 - present

- Manchester United women's fan channel on YouTube. I set up and presented our tactical analysis show, filling a gap in mainstream women's football content, which has had very positive feedback.
- 13 million X impressions and almost 50,000 YouTube views over 2023/24 season. Shortlisted for the Football Content Awards for the second year running and recently reached 10,000 X followers.

Radio News Hub

Work experience

July 2024

• On placement the week before the Paris Olympics, I worked my way up to independently producing and presenting bulletins on a huge range of sports for over 400 stations using Myriad and Adobe Audition. These included original interviews as well as agency content.

National World

Sports reporter (work experience/unpaid) July 2024 - present

- Several weeks of full-time remote writing followed by ad-hoc shifts alongside degree.
- Focus on the Premier League, including tactical analysis, breaking transfer news, previews, and opinion pieces. Kept up with fast-paced news landscape, adapting to feedback and contributing original ideas. Work linked here.