

Sam Cooper - Sports Journalist

samcooperfreelance@gmail.com **Twitter** - @samcooper_ / **LinkedIn** - samcooper-

Personal Statement

I am an NCTJ-trained sports journalist who has over a decade of experience producing content for a variety of publications including the i, Insider, Mail Online and the Daily Mail. I have written stories that have been read by hundreds of thousands of viewers and have interviewed major sporting figures such as Max Verstappen, Toto Wolff and George Russell.

Experience

Freelance Sports Reporter, Various - London

December 2021 - Present

I currently work as a freelance sports reporter for a variety of publications such as the i, MailOnline, the Daily Mail and Insider.

Sports Fellow, Insider Inc./Business Insider - London

June 2021 - December 2021

My role was to find unique angles for stories that I knew would resonate with the Insider audience before writing them and making them ready for online publication via a CMS. I took care to present this content in a variety of creative ways to ensure it engages and impacts with the readers.

From the start, I was ambitious in my goals and set about creating an audience for a sport that was previously rarely covered, Formula One. Through consistent publication of strong content, I made Insider a name in the F1 journalism world and as a result, I landed interviews with major figures such as Max Verstappen, Toto Wolff, George Russell and Guenther Steiner.

As well as Formula One, I wrote stories focused on a variety of sports such as football, tennis, the NFL and the Olympics. I played an important role in the site's coverage of major tournaments such as Euro 2020 and the Tokyo 2020, writing upwards of five stories a day published within minutes of the events ending. I also secured interviews with influential figures such as the head of Olympic timekeeping at Omega.

I received consistent praise for my dedication and competence. I became the first fellow in the company's history to have a story published on my second day of employment. During my time there, I have brought 35 million page views to the site and many of my stories have gone on to receive more than half a million hits.

Sports Reporter, Archant - Exeter

April 2019 - October 2020

During my time at Archant, I worked for four of the publisher's South West newspapers – the Sidmouth Herald, the Midweek Herald, the Exmouth Journal and the North Devon Gazette.

My main responsibility was to source and write copy on a wide variety of sports for both print and online publication. To do this, I embedded myself in the sporting scenes of the patches by attending matches, producing live blogs from the ground, interviewing figures from the games and monitoring social media to find out what fans were talking about.

I also established and ran a social media account for the publications' sport sections as a way of boosting user engagement and increasing the reach of our stories. I created specialised content for the channels including videos, images and graphics which led to a noticeable boost in traffic.

Additionally, I helped design the newspapers each week using InDesign and InCopy.

News Reporter, Archant - Exeter

October 2018 - April 2019

The bulk of my work at the Sidmouth Herald was focused on finding stories from Sidmouth and the surrounding areas before preparing them for print or online.

In April 2019, I specialised as a Sports Reporter, building on my extensive experience and interest in that area.

Editor and Content Manager, SB Nation - Remote

February 2012 - May 2018

As an enthusiastic self-starter, I started my own blog based on FC Barcelona when I was 16 which led to me being offered the chance to write for SB Nation's site, www.barcablaugranes.com.

My responsibilities included contributing written articles such as live blogs, match reports, opinion pieces and player ratings. I also produced video match analysis, featured on podcasts and created image galleries.

Starting as a freelance writer, my consistent production of quality content enabled me to become an editor of the site in 2016. In September 2017, I also took on the additional responsibility of becoming a content moderator for the community.

Education

NCTJ Diploma, The Press Association - London

January 2019 - April 2020

Sports Reporting: A;

Media Law Court Reporting: A;

Public Affairs: A;

Portfolio: A;

Essential Media Law and Regulation: B;

Essential Journalism: B

Academy Reporter, Huddersfield Town Association Football Club - Huddersfield

February 2018 - May 2018

I secured a role at Huddersfield Town AFC as their Academy Reporter. This position involved covering all squads below the first team including the U23, U19 and U18 sides.

The job consisted of attending games, producing live coverage for the club's academy Twitter account and writing a match report that would feature on www.htafc.com.

Head Sports Editor, The Mancunian - Manchester

September 2017 - May 2018

During my final year of university, I became the Head Sports Editor for the largest student newspaper in the UK, The Mancunian.

Examples of the kind of content I created were live blogs from university games and the Champions League draws, interviews with the Chairman of Manchester Futsal Club and the CEO of F.C. United of Manchester and match reports from the Etihad Stadium.

I also ran the sport team's social media channels and was nominated for Editor of the Year and Outstanding Contributor to The Mancunian.

Bachelor of Arts, The University of Manchester - Manchester

September 2014 - June 2018

English Language: 2.2

A-Levels, Petroc - Barnstaple

September 2011 - July 2014

English Language: B;

Media Studies: B;

BTEC Level 3 Subsidiary Diploma in Creative Media Production: Distinction*