

# Mitchell Fretton

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[LinkedIn](#) | [Portfolio](#)

## Personal Statement

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Accomplished sportswriter and editor with three years' experience in content creation and social media management. Skilled in covering breaking news, live match reports and editing copy to tight deadlines. Also possess a strong understanding of SEO management, content management and publishing, abilities complemented by a 2:1 degree in History and Politics from De Montfort University.

## Experience

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### GOAL – News Writer (Freelance)

April 2024 – Present

- Work in unison with other freelance writers to cover trending news stories
- Use the ContentStack CMS to build structured articles for app and website publication
- Upload Getty images, ensuring correct Alt Text description and credit is given
- Maintain strong search engine optimisation standards
- Highlight trending topics on social media and create editorial content using videos and posts

### Acroud Media – Sports Writer (Freelance)

April 2024 – Present

- Oversee and publish content to several different sports sites including 101greatgoals.com
- Keep up to date with the latest news across multiple sports including football, F1, NBA, NFL, cricket, boxing
- Use WordPress to write daily articles and integrate social media embeds
- Work independently to maintain high editorial standards in a growing team

### LiveScore – Editorial Content Executive

October 2022 – March 2024

- Created, edited, and published copy catering to over 50 million monthly users
- Conducted and transcribed exclusive interviews
- Managed breaking news and organised key audience push notifications
- Coordinated and managed other writers during busy evening and weekend shifts
- Worked within a team to achieve key performance indicators
- Liased with external contacts to build a broad network

### LiveScore – Content Producer

September 2021 – October 2022

- Created visual content on Adobe Photoshop for social media channels
- Used Sprout Social to manage and schedule posts on X, Instagram, and Facebook
- Viewed and edited videos using content management systems and Adobe Premiere Pro
- Wrote scripts for on screen talent to deliver at a modern studio set
- Adopted an innovative approach to deliver leading content in women's football

### Colchester United FC – Matchday Media Assistant

October 2021 – Present

- Post live match commentary through official social media channels
- Write up match reports on the full-time whistle for the club website
- Manage and conduct arriving press working the event
- Interview players post-match in a studio set

## Other Roles

### Contributor and Creator – TheSpursWeb (2021)

- Wrote opinion and feature pieces focused on Tottenham for a leading fan page
- Hosted podcasts and provided instant match reaction with guests or alone

### Contributor – VAVEL (2021)

- Managed live blogs for football matches and reporting on Formula 1 races
- Published player or driver ratings from major events

### Trainee Teacher – Schools Direct (2020 – 2021)

### Learning Support Assistant – The Boswells School (2019 – 2020)

## Education

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### Institute for Apprenticeships & Technical Education – Distinction

September 2021 – October 2022

*Level 3 qualification in Content Creation – placements on editorial, social media, video production and PR teams*

### De Montfort University, Leicester – History and Politics BA (Hons) 2:1 (68%)

September 2016 – June 2019

*Upper Second Class or higher in 9 out of 13 modules*

### The Boswells School, Chelmsford, Essex

September 2009 – June 2016

A-Levels: 3 including B's in History, Politics and Law

GCSEs: 11 including an A in History, B's in Maths and English Literature

## Key Skills Profile

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❖ Writing	❖ Editing	❖ Interviewing	❖ Mapping Tools
❖ SEO Optimisation	❖ Content Creation	❖ Publishing	❖ Social Media
❖ Microsoft Office	❖ Researching	❖ Live Blogging	❖ CMS Software
❖ Articulate	❖ Committed	❖ Ethical Integrity	❖ Time management

## Hobbies and Interests

- Sports enthusiast, with a keen interest in playing and watching multiple sports, massively into Tottenham, F1, NFL and NBA. Regularly play Sunday league football and find enjoyment from running
- Passionate about health and fitness. Survived the London Marathon!
- Enjoy creating my own content around football, appearing on podcasts, particularly The Last Word on Spurs and making the occasional YouTube video

## References

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Jim Munro (Head of Editorial Content at LiveScore Group) – Email: [jimmunromedia@gmail.com](mailto:jimmunromedia@gmail.com)

David Gregory (Head of Media at Colchester United) – Email: [david.gregory@colchesterunited.net](mailto:david.gregory@colchesterunited.net)