

Mitchell Fretton

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

Personal Statement

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

LiveScore - Editorial Content Executive

October 2022 – March 2024

- Create, edit, and publish copy catering to over 50 million monthly users
- Conduct and transcribe exclusive interviews
- Manage breaking news and organise key audience push notifications
- Coordinate and manage other writers during busy evening and weekend shifts
- Work within a team to achieve key performance indicators
- Liaise with external contacts to build a broad network
- Research and collect data for feature writing, proofreading, and collaborating on projects
- Maintain strong search engine optimisation standards

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
- Pitched ideas to grow and develop audience retention

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)

- Writing opinion and feature pieces focused on Tottenham for a leading fan page
- Hosting podcasts and providing instant match reaction with guests or alone

Contributor – VAVEL (2021)

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

Trainee Teacher – Schools Direct (2020 – 2021)

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

Education

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

❖ 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

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

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