

# Mitchell Fretton

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

## Personal Statement

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Accomplished sports journalist and editor with experience in betting-led content across several fields including football, NFL, NBA and F1. Well versed in crafting SEO-driven previews and affiliate-focused editorial for UK and US audiences. Key contributor in driving digital content for GOAL, LiveScore, Acroud Media (101GreatGoals), and Colchester United. Comfortable managing writers, optimising for Google Discover, and driving traffic through trend-based editorial strategy.

## Experience

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### GOAL – News Editor (Freelance)

*January 2025 – Present*

- Edit and published breaking news and trending content with SEO-rich headlines and affiliate integration including Apple TV, bet365, other bookmakers and in house financial content
- Manage homepage placements and push alerts, optimising betting content visibility via Chartbeat insights and monitoring traffic through Google analytics
- Oversee freelance writers and collaborate with international editors to highlight high-conversion stories with Google Discover analytics

### GOAL – News Writer (Freelance)

*April 2024 – Present*

- Produce trending news using the ContentStack CMS covering the biggest sporting names, following industry-leading SEO practice by optimising slugs, headlines, key words and categories
- Source eye-catching angles that will capture the eye, complimenting them with self-edited images using Getty & Azzuu, ensuring the right emotions and angles are captured to support the chosen angle
- Manage constant deadlines on a busy desk, promptly turning out engaging content, particularly when required to produce detailed player ratings or big match breakdown articles

### Acroud Media – Sports Writer (Freelance)

*April 2024 – Present*

- Produce high-traffic betting content: previews, tips, market explainers across football, F1, NFL and horse racing
- Optimise SEO and Google Discover reach through hot-topic targeting, including next manager pieces and detailed information pieces on major tournaments
- Conduct exclusive interviews and published across WordPress CMS with strong SERP positioning.

### LiveScore – Editorial Content Executive

*October 2022 – March 2024*

- Created, edited and managed sports content - often with a betting focus - for an audience of 50M+, often acting as chief editor on evening and weekend shifts
- Delivered live blogs, match reports, and player ratings with embedded odds and tipster insights.
- Transcribed press conferences and interviews from top-level managers and players, providing data-driven match coverage

### Colchester United FC – Media Assistant

*October 2021 – May 2025*

- Managed social media and post-match interviews; produced written and visual content including match previews.
- Delivered on-the-whistle reports and studio recordings, improving fan engagement across digital platforms.

## Other Roles

### Content Producer – LiveScore (September 2021 – October 2022)

- Created visual content on Adobe Photoshop for social media before using Sprout Social to post and grow social pages over 1m followers
- Edited Champions League videos using CMS & Adobe Premiere Pro, transcribing and subtitling where needed and occasionally writing scripts for talent at a modern studio set

**Contributor and Creator – TheSpursWeb & VAVEL (2021)**

- Produced opinion and feature pieces focused on Tottenham for a leading fan page as well as hosting podcasts with instant match reaction alongside guests
- Managed live blogs for football matches & Formula 1 races on top of transcribing press conferences & producing creative features

**Education**

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Institute for Apprenticeships – Level 3 Content Creation (Distinction) | 2021 - 2022

De Montfort University – BA (Hons) History & Politics, 2:1 (68%) | 2016 - 2019

The Boswells School – A-Levels: History, Politics, Law (Bs) | GCSEs: 11 including A in History

**Key Skills Profile**

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❖ SEO & Google Dis	❖ Affiliate strategy	❖ Managing teams
❖ GA & Chartbeat	❖ Previews	❖ Sports knowledge

**Hobbies and Interests**

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Active sports enthusiast, often found playing football, basketball or golf, also survived the London Marathon!

A passion for creating media content on football, appearing on podcasts, including The Last Word on Spurs, alongside growing my YouTube, TikTok and X channels

**References**

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Available on request.

