

Mitchell Fretton

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

Personal Statement

Highly motivated and results-oriented sports journalist with a proven track record in creating engaging content for growing audiences. Expertise includes breaking news, match reports, in-depth features, exclusive interviews and analysis. I am someone with a strong work ethic and the ability to meet tight deadlines. Proficient in editing and possess a solid understanding of SEO principles. Eager to continue developing my skills as part of a dynamic team.

Experience

GOAL – News Editor (Freelance)

January 2025 – Present

- Edit and publish news content for GOAL's website and app, monitoring live traffic analytics across millions of readers on Chartbeat and Google analytics to identify top performing articles
- Send push alerts to app users and post updates in GOAL's WhatsApp channel while also maintaining the site's homepages, placing features, analysis and trending content in the top spots for readers
- Manage and communicate with writers, assigning stories and providing headlines - also ensuring a quick response to breaking news, with each piece of content featuring strong SEO that appears at the top of search pages
- Communicate effectively with other editors, linking top performing pieces and trends that could be used by GOAL's international news-desks

GOAL – News Writer (Freelance)

April 2024 – Present

- Produce trending news using the ContentStack CMS for GOAL's website and app, following industry-leading SEO practice by optimising slugs, headlines, key words and categories
- Source eye-catching stories and communicate them to editors, complimenting them with image splits using Getty & Azzuu, ensuring the right emotions and angles are captured to support the chosen angle
- Manage 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

- Publish content to multiple UK & US sports – helped reboot 101greatgoals.com with a focus on football, F1, NBA, NFL, cricket, boxing, darts and golf news
- Use WordPress CMS to write daily news, feature, trending and betting articles alongside arranging, conducting and publishing exclusive interviews with sports personalities
- Optimise SEO strategy to elevate Google Discover ranking by monitoring social media for hot topics that can be turned around quickly, boosting 101's search ranking significantly

LiveScore – Editorial Content Executive

October 2022 – March 2024

- Produced, edited, and published sports copy for 50 million+ users on the news-desk, operating as chief editor on evening and weekend shifts as LiveScore grew a dedicated online news section
- Managed live blogs and reported from press boxes during Champions League and international games and transcribing the likes of Pep Guardiola, Gareth Southgate and Eddie Howe
- Built a broad network of contacts in football, allowing me to source and plan exclusive interviews with familiar names such as Wes Brown, Ossie Ardiles, David James and Shaun Wright-Phillips

Colchester United FC – Media Assistant

October 2021 – Present

- Manage the Colchester United social media pages, posting via Creator Studio and using Adobe Photoshop to edit graphics
- Manage a heavy workload by writing detailed match reports on the whistle for the club website while also capturing player reactions on the and recording post-match studio interviews with players

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

Trainee Teacher – Schools Direct (2020 – 2021)

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

The Boswells School, Chelmsford, Essex

September 2009 – June 2016

A-Levels: 3 including Bs in History, Politics and Law

GCSEs: 11 including an A in History, Bs in Maths and English Literature

Key Skills Profile

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| ❖ Sports Writing | ❖ Ethical Integrity | ❖ Interviewing | ❖ Time Management |
| ❖ Editing | ❖ Media Law | ❖ Live Blogging | ❖ CMS Software |
| ❖ Publishing | ❖ SEO Optimisation | ❖ Social Media | ❖ Managing Teams |

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

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

