

# Max Bradfield

*Professional profile - Writer, Journalist*

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## PROFILE

A writer and journalist with four years of experience, I have an intense passion for both football and the wider sporting world. Since graduating from the University Campus of Football Business (Wembley) in 2023, I have pursued work as a freelancer covering football at the highest level.

With Stats Perform, coverage has ranged from Euro 2024 to all UEFA European competitions. Live text commentaries have also been provided for all of Europe's top five leagues, alongside the Women's Super League. In alternative freelance roles, further coverage has continued with the Non-League Paper every week, and for Get Belgian & Dutch Football News - a part of the One Football network.

On a personal level, it feels important to strike a balance between being easy going with a quiet, persevering ambition to succeed. My proven strengths admittedly lie in writing about football, however, I consider myself to possess the dexterity and consideration to approach any given task or topic.

Although a flair for the written word is integral, so too is a keenness for improvement and learning - especially regarding how best to push an innate creativity down different avenues and formats.

A big part of continued development has been owed to volunteer roles just as much as paid industry experience. This has helped forge a solid work ethic approaching any challenge.

## CURRENT ROLES

### **The Non-League Paper, remote/various — Reporter**

February 2023 - PRESENT

This role involves picking up required coverage for the paper under the instruction of editor Dave Watters. Matches are either covered remotely or in person, with the latter including watching with press box accreditation and writing short, yet in-depth reports for the paper alongside quotes from managers.

Most recently, a further addition to the role has involved copy-taking for match reports from club media teams. This has helped ensure that the paper meets its print deadline.

### **Stats Perform, remote — Live Text Commentator / Reporter**

February 2024 - PRESENT

A live text commentator and reporter, working as part of the Stats Perform freelance team has seen a variety of coverage.

## SKILLS

- Creativity and storytelling
- Capable of working independently and as part of a team
- Dependable
- Incorporating data/stats
- Able to work under pressure and time constraints
- Live text commentary
- Willingness to learn and improve
- Newsgathering, ideation of articles, writing, editing, social media admin
- Determination to carry out responsibilities to the best of my ability
- Basic audio editing

## ACHIEVEMENTS

Graduating with a 2:1 degree in Multimedia Sports Journalism from the University Campus of Football Business (Wembley).

Being entrusted as a press conference attendee for Premier League and Champions League coverage at Luton Town and Arsenal.

From the Premier League and European club competitions, to international tournaments and even the MLS, written proficiency has improved and adapted under timely conditions. Also, incorporating key facts and statistics has developed a keen eye for narratives within fixtures even further.

Live text commentaries have been made to a high level for clients such as Fotmob and Google under the guidance and feedback of sub-editors.

Furthermore, a brief foray into 'on the whistle' reports at the back end of the 2023-24 season has seen work get featured on both Fotmob and the Premier League's website.

### **Get Belgian & Dutch Football News (Get Football/One Football), remote — Writer, Reporter, social media admin**

July 2024 - PRESENT

Stemming from a trip to Rotterdam as a teen, the summer of 2024 saw the decision to make the most of an interest in Dutch football by joining the Belgian & Dutch branch of Get Football's network.

Tasks in this role primarily involve researching news stories from Dutch and Belgian media before translating them online and re-contextualising them for an English-reading audience. Topics can range from press conference quotes and general analysis, to national team matches and transfers.

### **PREVIOUS EXPERIENCE**

#### **GIVEMESPORT, remote — News and Features Writer**

May 2024 - October 2024

#### **UK Soccershop, remote — Blog/Copywriter**

December 2023 - January 2024

#### **Football FanCast, remote — News, Opinion, Evergreen Writer**

September 2023 - December 2023

#### **Gaffer Magazine, remote — Contributor in the inaugural issue**

March 2023

#### **OurSoundMusic.com, remote — Staff Writer, Music reviews and promo**

April 2022 - April 2024

#### **Football Bloody Hell, remote — Longform Writer**

May 2022 - March 2024

Having match reports featured on the Premier League's official website and Fotmob.

Being part of the reporting team at the Non-League Paper that helped win the Football Supporters' Association (FSA) award, in the Non-League category.

Receiving positive correspondence from Red Star Belgrade regarding an article on club legend Dragan Dzajic.

Interviewing former Liverpool and Germany midfielder Dietmar Hamann for a two-part VAVEL article.

### **VOLUNTEER ROLES**

**Trasferta Magazine |**  
Contributor | April 2024

**Luton Town Reporter at VAVEL |** Press conference attendee | October 2023 - August 2024

**From The Spot |** Writer/Press conference attendee | August 2023 - December 2023

**VAVEL WOSO |** Women's World Cup Reporter/Writer | July 2023 - August 2023

**VAVEL.com |** Writer NOV 2022 - August 2024

**From The Off Podcast |**  
Co-Founder / Social Media / Host / Planner / Editor | November 2022 - March 2024

**Leighton Buzz Radio |**  
Football Reporter | August 2022 - February 2023

## EDUCATION

### **University Campus of Football Business, Wembley — *Bachelor of the Arts Degree***

September 2020 - Jul. 2023

Second Class (Upper Division) Honours.

### **Vandyke Upper School, Leighton Buzzard, Bedfordshire — *A-Levels***

September 2017 - Jul. 2019

English Language B, Geography B, Media Studies A.

### **Vandyke Upper School, Leighton Buzzard, Bedfordshire — *GCSEs***

September 2014 - Jul. 2017

Biology C, Chemistry D, Physics D, English Language 8, English Literature 6, French A, Geography B, History A\*, Maths 4, Media Studies A.

### **Leighton Buzzard Observer**

| Football Reporter | August  
2022 - September 2023

### **Leighton Town FC |**

Reporter for club website |  
October 2021 - September  
2023

### **BeeLocal | Reporter | August**

2021 - October 2021

### **EFL VAVEL | Writer | July**

2021 - August 2024

### **WDSportz | Writer July 2021 -**

November 2021

### **The Non-League Paper |**

U19 Reporter (University-led)  
| October 2020 - December  
2020