

Max Bradfield

Freelance Journalist, Writer, Creative: Football, Music

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General Information

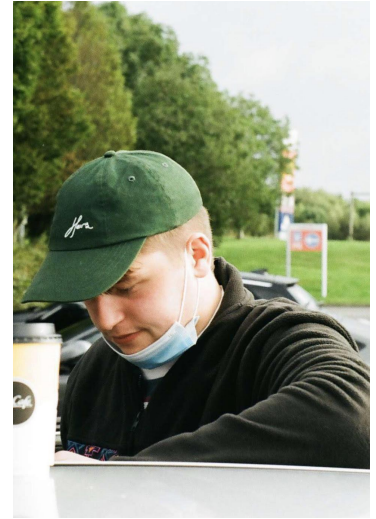
Full name: Max Wesley Robert Bradfield

Citizenship: British.

Driving Status: Full Driving License.

Location: Bedfordshire, United Kingdom

UCFB Graduate with a 2:1 in
Multimedia Sports Journalism (BA)



Industry Employment

Football Bloody Hell / Writer MAY 2022 - MAR 2023

OurSoundMusic.com / Staff Writer APR 2022 - PRESENT

The Non-League Paper / Reporter FEB 2023 - PRESENT

Gaffer Magazine / Contributor MAR 2023 - PRESENT

Football Fancast / News, Opinion, Evergreen Writer SEP 2023 - PRESENT

General work experience

Cleaner (AUG 2022 - PRESENT)

Bidvest Noonan, Hemel Hempstead, Hertfordshire.

CSA (SEP 2019 – APR 2021)

Midcounties Co-Operative, Leighton Buzzard, Bedfordshire.

School Cleaner (MAR 2018 – APR 2019)

Vandyke Upper School & Community College, Leighton Buzzard, Bedfordshire.

Newspaper Delivery (SEP 2015 – MAR 2017)

The Co-operative, Leighton Buzzard, Bedfordshire.

Tennis Coach Assistant (JUN 2016-SEP 2016)

Great Brickhill, Buckinghamshire.

Profile

I'm a freelance writer, journalist, and creative with an intense passion for both football and music. In 2023, I left the University Campus of Football Business (Wembley) with a 2:1 degree in Multimedia Sports Journalism.

I have a flair for the written word yet also possess a keenness for improvement and learning - especially regarding how I can push my innate creativity down different avenues and formats.

On a personal level, I am easy going yet ambitious to succeed. While my proven strengths lie in writing about predominantly football and music, I possess the dexterity to approach any given task or topic.

A big part of my continued development is owed to volunteer roles just as much as paid industry experience. Below, my skills, education and those volunteer experiences are listed in more depth.

Education

Vandyke Upper School / GCSEs / A-Levels 2014-2019, Leighton Buzzard, Bedfordshire

GCSEs:

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

A-Levels:

English Language B
Geography B
Media Studies A

University Degree: 2:1 (Multimedia Sports Journalism)

Volunteer Roles / experience

The Non-League Paper / U19 Reporter (University led) OCT 2020 - DEC 2020
WDSportz / Writer JUL 2021 - NOV 2021
EFL VAVEL / Writer JUL 2021 - PRESENT
BeeLocal / Reporter AUG 2021 - OCT 2021
Leighton Town FC / Reporter OCT 2021 - SEP 2023
Leighton Buzzard Observer / Football Reporter AUG 2022 - SEP 2023
Leighton Buzz Radio / Football Reporter AUG 2022 - FEB 2023
From The Off Podcast / Co-Founder / Social Media / Host / Planner NOV 2022 - PRESENT
VAVEL.com / Writer NOV 2022 - PRESENT
VAVEL WOSO / Writer JUL 2023 - PRESENT
From The Spot / Writer AUG 2023 - PRESENT
We Are Luton Town / Writer, Press Conference attendee OCT 2023 - PRESENT

Key skills and experience

Longform writing with Football Bloody Hell (of RonnieDog Media) taught me how to think on my feet to produce and schedule content - their forte being retro-football related articles. With trial and error, I got acquainted with writing deadlines and planning. Additionally, sharing content to social media (especially Twitter) taught me how it could be received. One particular high point arrived after an article about Serbian icon Dragan Dzajic. Red Star Belgrade (ENG) responded directly to me and even followed my page as a result of their player's homage/biography.

Moreover, longform writing opportunities have come in print form as well - a trend I aim to continue, writing for quarterly magazine 'Gaffer'. My feature on Jose Mourinho's time at Uniao de Leiria was included in the publication's debut issue and was chosen as an advertised image on respective social media.

I built **reporting and short-form experience** in many ways, in and after my time at university. First starting off with student based pages like WDSportz and local door-to-door mag BeeLocal - this then evolved to VAVEL, where I still contribute, and my local club Leighton Town FC.

Volunteering my abilities to Leighton Town helped boost the club's popularity in my area, as well as fan engagement. Leighton's form on the pitch has improved over my time at the club - and this has gone hand-in-hand with more comprehensive coverage. I feel that I have been an integral cog (with others) in raising the status of the club in the town with my reporting in local news, radio and the club's website.

In my brief time around the industry, already I have **demonstrated patience and steady progression**. Non-league and EFL writing culminated in feeling like I'd amassed enough experience to try something new. After some initial volunteer work years prior, I contacted the Non-League Paper and picked up a freelance reporting role in early 2023. This provided a step out of the comfort zone, yet has given me valuable practice in **networking, working under pressure, matchday accreditation**, and **interviewing** managers for the games I cover.

Networking again improved as I attended PressBox PR's open evening in the summer of 2023. I met key players in football media and PR and gained key advice from the likes of FourFourTwo and PressBox PR themselves. At VAVEL, I **utilised the opportunity** to interview ex-Liverpool midfielder Didi Hamann for two subsequent quote pieces. This came after transcribing numerous interviews with esteemed former pros like Patrice Evra, Emmanuel Frimpong, and Brad Friedel.

Moreover, I have been welcomed into the **Women's Football** section. I covered the Women's World Cup and intend to gain further accreditation in the WSL season. 2023 saw me pick up a consistent spot at **Luton Town's Premier League press conferences**. I create content like live tweets and pre/post match comments for the team's Vavel page. I continue to work alongside Sky Sports, local BBC outlets, and national newspapers - pitting questions to manager Rob Edwards. **Press room etiquette, confidence and networking** has grown exponentially.

Since September 2023, I've also been writing with Snack Media's flagship site, Football Fancast. At first, I learned a lot about SEO and writing around News Now headlines. However, recently I've moved back to longform roots - where I work to provide content briefs before providing my own ideas.

Being a **staff writer at Our Sound Music** has shown me the PR and promotional side of media. I understand how articles can affect customers/talent. **Media relationships have been illustrated further** at a grassroots, independent music level. My work has offered opportunities for multiple live reviews and press passes as well as consistent positive feedback.

My other media interests are **podcasting, social media management**, and **35mm photography**. With university friends, our podcast has a clear **tone of voice** and **output schedule**. I contribute as a main **social media admin** and help out with **planning, audio editing and production too**. With this, and the growth of side hobby of 35mm photography, I continue to see how integral online communities are - especially in **groundhopping and fringe football culture**. I take my film camera to most games I attend whether working or not, and have built up a satisfying backlog of ever-improving photographs.