

Tyrese Maynard

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My approachable nature and charisma will allow me to provide a different dynamic in any industry. I am keenly interested in interacting with people and making relationships, which will enable me to upsell with additional add-ons. I have an eye for detail which will be useful in my future occupation. I pride myself on being dependable and consistent, these attributes enable me to become valued and respected by my team and my manager.

Education and Qualifications

UCFB University Campus of Football Business (September 2022/ present)

BA (Hons) Multi-Media Sports Journalism Current grade average: 2:1

- Modules include Introduction to Sports Journalism, Social and Digital Sports Journalism, Media Law and Ethics and TV Studio Production.
- Developed a thorough understanding of how to produce sports feature shows that are insightful and entertaining.
- Wrote an essay on the rise in long-form journalism and the importance of using this style of writing to get people to continue to read. With what I have learnt from this, I have managed to use this in my articles. From this, I received 65% the equivalent of a 2:1.
- Worked as part of a group to put together a presentation regarding how the media presents transgender athletes. From this, I received positive feedback and I was graded 70.00 overall on this assignment.

Cheshire College South and West (September 2020 - June 2022)

A Levels: English Language (B), Physical Education (C), Business Studies (C)

Ruskin Community High School (September 2015- March 2020)

GCSEs: English Language: 7, Mathematics: 5, English Literature: 5, Religious Studies: 5, Business: 4, Double Science: 5, 4, History: 5, Physical Education: 9

Relevant Work Experience

Vavel (January 2024 – present)

Role: Freelance Writer

- I started writing for Vavel, producing compelling articles mostly based on different elements that occur post and pre-matchday. These include match previews, quote pieces and news articles.
- Through this role, I have developed the understanding of working towards deadlines set to get content written and produced within the stated timeframe.
- Since taking on this role, I have realised the importance of focusing on creating SEO-focused articles to try and make the work I produce not only insightful but also entertaining.

- From the start of my writing journey to now, I have taken advice from a variety of different people on how I can improve the standard of my work. By taking this advice on board, I have successfully managed to produce content that has been posted by the Vavel X account.

Rushford Park FC (October 2023 – Present)

Role: Videographer, Editor and Social Media Manager

- I chose to try and expand my knowledge and media experience through Rushford Park, a local Saturday League club. I believe that this is beneficial for me as this is my first ever project, so I have taken on a lot of different responsibilities and adapted to any challenges I have faced to things to run successfully.
- My responsibilities whilst working for this club range from filming each game every Saturday, editing the footage that I captured and running the Rushford Park social media account.
- With taking these roles on board, I have had to demonstrate a high level of organisational skills such as working to deadlines set to get content out at times when it will reach an audience.
- Since doing this job, I have also individually started to recruit people to join the media team. Through doing this, I would say my oral and written communication skills improved as this involved posting job advertisements stating the roles I was looking for and getting back to people via email.

Bentley Motors Ltd (1 week placement)

Role: Work Experience

- During this week, I did my placement in the finance department at Bentley Motors. While doing this placement, I got to experience the corporate automotive world.
- Whilst spending time in the office, I learnt about the use of professionalism, how to manage expectations set and lastly work to strict deadlines.

Anfield Central (April 2024- Present)

Role: Contributor and Social Media Manager

- During my time on board with Anfield Central, I have been given the responsibility of creating a content calendar to ensure consistent posting and alignment with any breaking news.
- I also work closely with the graphic designer, in which I pitch my ideas and the graphic designer will produce high-quality content, therefore allowing me to come up with an interactive caption focusing on audience interaction.
- I also create Liverpool Football Club-based features that are published on the page's website.
- Whilst taking on this role, I have had to demonstrate a high level of organisation to get posts and graphics planned so I can get the posts scheduled when intended.
- I also have realised the importance of audience interactivity on the social media account, so to help the account grow, in captions, I now tend to ask questions to get users involved, post polls on the story and finally make the user feel included.

Additional Skills

- I have received the 'Scout of the Year' award twice.
- I have taught myself how to edit videos on Da Vinci Resolve.
- Edited Rushford's first YouTube video since I got involved.
- Started to produce my content on Vavel.
- I have been posted on the Vavel main X page.

