



Contact

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Education

Berkshire College of Agriculture

Level 3 Sports Coaching and Development
2024-2026

- Graduated with D* D* D*
- Developed a strong understanding for coaching topics in the modern era.

Brakenhale Academy

GCSE

2019 - 2024

- Studied a wide variety of creative topics, such as Media Studies, (Grade 6) English Language (Grade 5) and English Literature (Grade 6)

General Skills

- Teamwork
- Communication
- Leadership
- Punctuality

CALUM VINE

SPORTS MEDIA

A highly motivated sports media professional with 4 years of experience within social media, sports design and journalism. Extensive experience working on sports social channels, alongside experience using basic design software such as Canva, Picsart and Adobe Lightroom.

Experience

Media Assistant 2026-Current

Binfield Football Club

- At Binfield, my role was to create engaging social media content on all platforms. This included graphics, matchday updates and general content creation.
- I have followed the Step 4 side throughout home and away games within the Isthmian division, helping to enhance media coverage for the football club.
- This experience has been crucial for developing my skills in a professional environment.

Freelance Sports Journalist 2025-Current

CityXtra

- Over my time at CityXtra, I have covered a variety of aspects regarding Manchester City. I discussed news stories, such as transfers and interviews, as well as feature articles involving in-depth analysis and player highlights.
- This experience helped me to understand how to work in a sports institution, allowing me to work in a team remotely.

Independent Sports Journalism 2025-Current

Calum's Substack

- My work on Substack helped me to discuss a wide array of sports content, such as match reports, analysis and news stories to create engaging written content for sports fans to enjoy.
- This platform helped me to personalise my work, and enhance my overall ability of written journalism.

Mobile Graphic Design 2023-2025

Matchday Graphics for EFL Footballers

- Created personalised matchday designs for professional footballers across the EFL. Players included Lewis Wing, Tyler Bindon, Amadou Mbengue, Dominic Ballard, Jayden Wareham and Kelvin Ehibhathioman.
- This experience helped me to build a professional relationship with professionally recognised athletes, and receive national recognition for my work.

Sports Social Media Management 2022-2025

ReadingFCHub

- Created and maintained a professional social media presence surrounding Reading Football Club, helping to keep fans updated with news, as well as producing match related content.
- This experience helped to shape my interest in sports media, improving my levels of visual and written content creation.

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Industry Skills

Technical Proficiency

- Strong ability to create engaging media content utilising Adobe Software, Canva and PicsArt.

Social Media Management

- Understanding of how to manage social media pages with thousands of followers.
- Understanding how to create, produce and post content with suitable captions.

Creativity and Innovation

- Being able to utilise different colour schemes, alongside trial and error methods to make my content unique and consistently creative.
- Creation of innovative personal projects, alongside unique pieces of social content.

Qualifications

- Level 3 Extended Diploma in Sports Coaching and Development
- Level 2 Multiskills Coaching

Industry Opportunities

Swindon Town Football Club

July 2026

- Shadowed and worked closely with Swindon Town's communications manager Ethan Thatcher in a pre-season friendly against EFL Championship side Bristol City.
- Understood how an EFL recognised club media team works on a match day.
- Developed an understanding of interviews, media communications such as social media posting and relevant team-sheets for the teams.

Sky Sports Tour

May 2026

- Took a personal tour of the whole Sky facilities in Isleworth.
- Viewing's of Sky Sports' venues, such as news rooms, galleries and offices, alongside recording studies of Friday Night Football and Sky Sports News.
- Immersive experience on how Sky Sports functions on one of the busiest news day's in the season, with Arsenal winning the Premier League and Southampton being removed from EFL Championship play-offs.

Bracknell Town Football Club

April 2026

- Shadowed and worked closely with Bracknell Town's Media Lead Ben Cooke in their final home game of the 2025/26 season.
- Understood how digital content like graphics and updates were posted and created on social media.
- Understood how digital scoreboards were functioned.
- Overviewed interviews, social media updates, scoreboard operations and graphic creation.