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Profile

I am an experienced, hard-working and ambitious sports content marketing professional with a wealth of experience in journalism and communications, currently based in Leeds.

For the past five years I have been working as a Content Editor/Manager across two sports betting affiliate marketing sites, covering a range of roles and responsibilities, setting out and delivering content plans, writing and producing content, working directly with key stakeholders and upper management to meet targets and improve organic growth.

Prior to that, I spent two years as a senior Digital PR Lead - giving me a good standing of SEO knowledge that has proven critical in my more recent work - and had five successful years at the Press Association as a multimedia journalist, including a year's secondment in Glasgow as a sports reporter.

I have had campaigns shortlisted for industry awards, and have passion for writing and story-telling and a thirst for sports news as well as experience of delivering content campaigns based on commercial partnerships.

Employment

XL Media/Gambling.com

Freebets.com – Content Editor

For the past three years I have been a content editor on [Freebets.com](https://freebets.com). I work on the site on a day-to-day basis, producing my own written material as well as managing a team of freelancers and carrying out strategic analysis of key money pages with the intent of improving organic traffic, and therefore improving/developing revenue streams.

A key part of this role is working closely with our SEO team and tools to identify opportunities and implement changes to improve organic traffic. I work very closely with Google Analytics to analyse and improve the core pages that I am responsible for onsite.

I have also been part of an ongoing partnership with former Premier League footballer Clinton Morrison that is aimed at improving Freebets' authority when it comes to football - a key part of the EEAT strategy that has become so critical when working on Google.

As well as evolving to meet Google's ever-increasing demands, recent work includes working closely with AI programmes to improve workflows, open up more time for creative thinking and analysis and improve processes within my day-to-day work.

October 2023 – July 2026

Note: Freebets.com was part of an acquisition by Gambling.com from XL Media in April 2024.

Achievements:

- **Helped rewrite large sections of the site as Freebets.com bounced back from unprecedented Google Core Update challenges**
- **Planned, managed and launched the Freebets 2026 World Cup strategy and Euro 2024**
- **Delivered 155% growth in organic traffic on key money page from Q1 2025 to Q1 2026 (football tips content)**

XL Media**101 Great Goals – Content Manager**

After XL Media's buyout of Blueclaw, I was appointed to lead the content strategies for 101 Great Goals, one of the sites in XL Media's European Sports portfolio. My role involved managing a team of freelance writers and dictating the editorial direction from the site.

This is everything from the writing style to the layout of articles, and general daily focus of news as well as delivering on commercial partnerships and developing content that can work across multiple platforms, given our large social following. As an affiliate site, the main focus is on promoting sports betting content and attracting new revenue and monetising traffic from all around the world.

January 2022 – October 2023

Achievements:

- **Successfully managing and overseeing a site from migration from Wordpress to Arc Publishing**
- **Attracting over 1,500,000 sessions onsite in the six months post migration**
- **Delivering in-depth, team-by-team coverage of the Qatar World Cup**
- **Managed a content team of freelancers on a budget of £15,000 per month, while meeting targets and attracting new commercial opportunities**
- **Developed content strategy around new business opportunities such as Sorare from scratch, which brought immediate Google rankings attracted good traffic**

Blueclaw

As PR and Content Lead, I led the agency's sporting campaigns. My role involved developing creative ideas for digital campaigns for a variety of clients to generate web traffic, taking the ideas from conception to fully-fledged assets and global media outreach.

It was my role to understand digital sport audiences and produce content in a digital-friendly form that viewers will be able to engage with.

During my time at the agency, I generated global media exposure for clients, working with journalists to secure coverage on sites including Yahoo, Eurosport, New York Times and Reuters and was recognised for a very successful campaign, VAR From Perfect, in industry awards.

I worked throughout the COVID-19 pandemic in a reduced team with extra responsibilities.

March 2019 – January 2022

Achievements:

- **Heading up the sporting campaigns for the company, with full rein and accountability for the projects**
- **Dealing with clients face-to-face and managing their expectations as well as delivering agreed KPIs and creating over 500 pieces of coverage for all clients**
- **Managed key accounts worth more than £50,000 to the agency for reputable companies on big contracts and delivered results**
- **Had two campaigns shortlisted for the Northern Digital Awards and Drum Awards**

- **Secured worldwide coverage on highly reputable websites for several campaigns on varied budgets**

Cricket Bet India

I briefly worked as Content Editor for independent betting affiliate site Cricket Bet India.

My responsibilities were to dictate and implement strategies for onsite content and SEO, including developing a partnership with PlanetSport.

I had content published on Cricket365, Wisden, Teamtalk and widely in the Indian press, with the aim of improving Google rankings for CBI.

Along with developing creative media campaigns, I write daily match predictions/tips for punters in partnership with Betway and Bet365, covering the IPL, international cricket and the Big Bash League.

June 2020 – January 2022

Achievements:

- **Achieved coverage on sites such as Cricket365, Teamtalk and Wisden promoting the website and its content**
- **Overseen a 1100% rise in daily organic traffic to the site, with almost 800 daily users by mid-January and significant rise in domain authority - with a strong presence in India and Australia**

Press Association

Employed as a Multi-Media Sports Journalist, producing content covering a range of sports and helping to break live news.

My work was regularly covered by customers including the Yorkshire Post, Sky Sports, MailOnline, the Independent and other major publications.

I also managed the England and Wales Cricket Board (ECB) and Super League websites, controlled their social media channels with six-figure follower counts and had a key role in running the PA digital accounts, which involved the day-to-day running of delivering stories to selected customers to tight deadlines.

I have covered both international and county cricket matches on behalf of the ECB.

December 2013 – March 2019

Achievements:

- **Key member of the team that helped manage and run the England and Wales Cricket Board and Super League website and social media accounts.**
- **Ran live blogs during the county season to a high standard, complete with updates from social media and live pictures.**
- **Covered England Test and one-day international matches, producing live blogs, picture stories, maintaining the website while keeping up with a live blog and exclusive interviews with players such as Jonny Bairstow and Tammy Beaumont.**
- **Produced bespoke content for a variety of different customers to tight deadlines and with high accuracy.**
- **Launched the PA Sport Facebook page and managed the programme of content to increase the @padugout and @passport Twitter accounts past the 10,000 follower mark.**
- **Worked closely with video teams at press conferences to produce video packages for the wires.**

Sports Reporter

I was selected to spend a year-long secondment working in the PA Glasgow office as one of four reporters covering Scottish sport.

I worked relentlessly to cover the biggest stories north of the border and regularly covered press conferences and Scottish Premiership football matches, developing my own contacts within multiple clubs to get the inside story and help break them to a wider audience.

I produced regular match reports and was involved in the 2018 European Championships, Scotland international cricket matches and the Six Nations.

August 2017-August 2018

Achievements:

- Reported on the 2018 European Championships, and interviewed high profile athletes including Jason Kenny, Laura Kenny (nee Trott) and Adam Peaty.
- Conducted interviews with high profile footballing figures such as Kenny Dalglish, Steven Gerrard, Neil Lennon and Brendan Rodgers.
- Covered the 2018 Scottish Cup Final, producing sidebars and post-match reaction.
- Covered the whole of the 2017-18 Scottish Premiership season.
- Reported on Scotland's historic one-day international victory over England at the Grange.
- Covered all of Scotland Rugby's home matches from the 2017-18 season, including a famous win over England and a close match with New Zealand.

Social Media Journalist

I was selected to undertake a three-month secondment to the PA news desk in London, where I was placed on the small social team that has since expanded.

Key roles included managing the Association's national social media channels, as well as attending editorial conferences where I provided updates of online trends or breaking stories.

A key part of this role was to monitor a variety of outlets for live news for reporters to follow up.

During this period, I covered the run up to and day of the European Referendum, the Jo Cox murder - during which we helped to verify reports of the incident and the perpetrator – and Euro 2016, where we sourced and verified live videos of the violence following the England fans in France.

April 2016 – June 2016

Yorkshire County Cricket Club

Previously worked as a freelance writer for YCCC. Work included providing creative writing tailored to the customer's target audience, particularly surrounding both county and international matches at Headingley and worked closely with Danny Reuben.

I covered the 2014 Test between England and Sri Lanka for the YCCC website via a live blog, and also produced multimedia content for the Aaron Finch signing.

March – September 2014

Other experience (work experience)

Spent time with local papers such as Harrogate Advertiser, York Press and the Northern Echo as well as placements at Sky Sports News and Sky Sports News Radio.

Education

BA (Hons) Sports Journalism, University of Sunderland
2010- 2013, 2:1

This NCTJ-accredited course included modules in Media Law, Journalism Ethics and Regulations, Writing and Researching News and Understanding Media Audiences. I have a full NCTJ diploma and am proficient in shorthand and write 100wpm.

References – available on request

Content Strategy Manager, Freebets.com
GDC Group