DOMINIC ILDERTON

Sports Journalist • Content Creator • Broadcaster

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PROFILE

Sports journalist and content creator with an MA in Sports Journalism and hands-on experience across writing, live broadcasting, interviewing and social video. I write fast, accurate news for digital audiences, report and present live every matchday, and run a football club's TikTok from idea to publish, using audience data to decide what comes next. Comfortable telling one story across words, audio, video and social, and at my best when working to tight deadlines. A genuine multi-sport fan, with football as my specialism.

EXPERIENCE

Sunderland AFC Writer | *VAVEL.com* Aug 2026 – Present

- Write and publish breaking news, match reports and features on Sunderland AFC for a digital football audience, quickly and accurately.
- Pitch original angles and follow-ups to editors, check facts before publishing and apply SEO best practice to grow reach.

Stadium Announcer & Match Reporter | *North Shields FC* Nov 2025 – Present

- Present live to the crowd every home matchday, from team line-ups to sponsor and general announcements, with no second takes.
- Interview managers and players straight after the final whistle, and write match previews and reports.
- Post live updates on X throughout every home match, and build working relationships with club staff, volunteers and sponsors.

TikTok Content Manager | *North Shields FC* Nov 2025 – Present

- Run the club's TikTok end to end: coming up with ideas, filming, editing vertical video, writing captions and publishing.
- Track views and engagement to see what works, and use it to shape future content and formats.

Writer | *NUFCBlog.co.uk* May 2025 – Nov 2025

- Covered Newcastle United with fast-turnaround news and news-in-brief to a consistent publishing schedule.

Co-Host & Editor | *44Shu Podcast* Until 2024

- Co-hosted a football podcast, contributing ideas and debate, and edited episodes in Adobe Premiere Pro.

Personal Blog | *domilderton.wordpress.com* Ongoing

- Run my own WordPress site end to end, publishing and formatting content with on-page SEO.

Customer Team Member | *Co-Operative Food* Jun 2024 – Present

- Fast-paced, customer-facing role on tills and stock, worked alongside journalism commitments.

EDUCATION

MA Sports Journalism | *Sheffield Hallam University* Sep 2023 – Aug 2024

- Merit (M2)

BA (Hons) Media Studies | *Sheffield Hallam University* Sep 2020 – Aug 2023

- 2:1. Shot and edited original video projects as part of my studies.

SKILLS

Journalism: News and feature writing, live reporting, interviewing, story pitching, research and fact-checking, scripting for multiple platforms

Broadcast & Video: Live presenting, podcast hosting, filming and camera skills, vertical video, Adobe Premiere Pro, CapCut, After Effects (developing)

Digital & Social: SEO, WordPress CMS, social media management, live posting on X, TikTok, audience engagement data

Design & Office: Photoshop, Canva, Microsoft Office

Sports Knowledge: Football (specialist), rugby, tennis, golf, F1, boxing, darts

Additional: Full, clean UK driving licence with access to a car; flexible across evenings and weekends