



Contact

✉ georgepriestman1998@outlook.com

Education

MA Sports Journalism
Liverpool John Moores University
2020–2021

BA Sports Performance
University of Bath
2016–2020

NCTJ
Gold Standard Qualification

Skills

- Wordpress
- Adobe Premiere Pro (Video Editing)
- Content Creation
- Remote Working
- Live Coverage/Events
- Remote/In-Person Interviews
- SEO Writing and CMS Management

QR Codes:



LinkedIn
Profile



Portfolio
Website

George Priestman

Sports Journalist

About Me

An experienced sports journalist specializing in football and boxing, skilled in reporting major events and providing high-quality coverage of both mainstream and niche sports. Proficient in B2B and B2C content production.

Professional Experience

June 2025 – September 2025

SBC Media

Multimedia Journalist

- Worked in B2B content with writing and video content.
- Attended the industry's biggest conference in Lisbon and conducted 12 premium client interviews.
- Other responsibilities included video/audio creation and quality assurance.

January 2025 – June 2025

GiveMeSport, Planet Sports Group

Freelance Sports Journalist

- Freelance writer across Planet Football, Football365 and TeamTalk for the Planet Sports Group, working various shift times.
- Covering Evergreen and current news across football, boxing and MMA for GiveMeSport.

January 2023 – December 2024

LiverpoolWorld

Sports Reporter

- Full-time reporter covering Liverpool and Everton Football Clubs. Attending games, press conferences and other media invites across sport.
- Pieces-to-camera work, remote and in-person interview and regular content creation for social media.

Companies Worked For

- | | | |
|-------------------------|----------------------------|----------------------------|
| • SBC Media | • StatsPerform | • Behind The Gloves |
| • The Hundred | • The Sporting News | • TeamTalk |
| • LiverpoolWorld | • World Archery | • Planet Football |
| • 90Min | • GiveMeSport | • Badminton England |

References

Tim Abraham

Ex-Sky Sports Reporter/Sports
Journalism Lecturer at LJMU

Email: tim.abraham457@gmail.com

Richard Mennear

North Sports Editor
National World

Email: richard.mennear@nationalworld.com

OTHER WORK HISTORY

International Sports Journalist

April 2022

World Archery

Contributed to the coverage of the Archery World Cup live in Antalya, covering latest scores, interviews and longer feature articles across a week in Turkey.

The Sporting News

March 2022 - October 2022

Freelance Sports Writer

Freelance contributor for its football and combat sport pages which included daily news, live blogs and coverage of the 2022 World Cup draw in real-time. Contributed listicle articles and interview quotes-led pieces as well as attending press conferences in-person to conduct interviews.

Badminton England

July 2021 - March 2022

Social Media and Content Intern

A paid internship at Badminton England managing the social channels of Facebook/Twitter and Instagram tasked with helping them grow on social media, growing awareness from grassroots to the elite level. Created match highlights, live blogging, Instagram reels, prize giveaways and major event coverage in-person.

Behind the Gloves

February 2022 - August 2022

Boxing Reporter

Freelance Experience with YouTube Boxing Channel 'Behind The Gloves' I freelanced for the YouTube Boxing Channel 'Behind The Gloves' (310k subscribers), covering fight weeks including press conferences and fight nights. I interviewed notable boxing figures like Eddie Hearn, Liam Smith, and David Haye. I also edited and uploaded videos using Adobe Premiere Pro.

StatsPerform

February 2022 - May 2022

Social Media Content Editor

Work experience conducted at the sports social media company StatsPerform, helping to create content for their clients. For example, I had to attend the Tottenham pre-weekend press conference with Antonio Conte on Zoom and reported on the press conference and the key quotes and moments compiled for clients.

HOBBIES



Film & TV



Travel



Fitness/Gym



Football



Modelling



Badminton