

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

Jan 2025–June 2025/ May 2026–

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.

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.

Novemeber 2025–April 2026

Flashscore

Freelance Sports Journalist

- Freelance writer tasked with covering matches across Europe's top five leagues, producing on-the-whistle match reports for the world's biggest sports news application/website.

Companies Worked For

- **SBC Media**
- **The Hundred**
- **LiverpoolWorld**
- **90Min**
- **Flashscore**
- **StatsPerform**
- **The Sporting News**
- **World Archery**
- **SportBible**
- **Striver Football**
- **Behind The Gloves**
- **TeamTalk**
- **Planet Football**
- **Badminton England**
- **GRV Media**



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
- Social Engagement
- Remote/In-Person Interviews
- SEO Writing and CMS Management

QR Codes:



LinkedIn
Profile



Portfolio
Website

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.

SportBible

October 2022-December 2022

Sports Reporter

Worked as a freelance contributor on shifts, writing on the latest trending pieces across sports and entertainment, that varied from quotes-based pieces to listicles (such as Top 15 Sporting Moments of 2022).

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.

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.

HOBBIES



Film & TV



Travel



Fitness/Gym



Football



Modelling



Badminton