



George Priestman

Multimedia Sports Journalist

CONTACT ME

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EDUCATION

MA Sports Journalism

LJMU - 1st Class Degree

2020-2021

BSc Sports Performance

University of Bath - 2:1

2016-2020

NCTJ

Gold Standard Qualification

2020-2021

SKILLS

- WordPress
- Adobe Premiere Pro
- Social Media Management
- NewsNow
- SEO Writing
- TikTok/Instagram Reel Creator
- Google Analytics
- Google Trends

WORK EXPERIENCE

LiverpoolWorld (NationalWorld) - Remote January 2023 - Current
Football Reporter

Work full-time as a Football reporter covering Liverpool and Everton, creating news, listicles and opinion pieces.

The Sporting News - Remote March 2022 - May 2022
Freelance Content Producer

Worked remotely for The Sporting News on a freelance basis, working anywhere from two to four shifts a week (working 8-hour shifts) Writing about Football and Boxing news. This covered all types of different articles from SEO pieces, listicles, breaking news, live blogs and more.

World Archery - Antalya, Turkey 18th April - 25th April 2022
Freelance International Sports Journalist

Covered the first leg of the Archery World Cup in Antalya, Turkey for World Archery, conducting interviews, helping write features and create social media content. Vital experience at an international competition, learning how to manage working abroad and how to manage a niche sport as well.

SportBible - Remote October 2022 - Present
Freelance Sports Writer

Covered shifts working freelance for the popular sports news website **SportBible**, working remotely from home. Included being updated on trends as and when they happen as well as being able to cover a whole range of different types of articles across Football news.

Anfield Central - Remote July 2022 - September 2022
Sports Journalist

Full-time writing role - tasked with creating up of 10 articles a day for the rising Liverpool FC news website Anfield Central. Utilising NewsNow, Google Trends and Google Analytics to create content that will drive numbers to the website and keep readers engaged.

Badminton England - Remote 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. Also included match highlights, live blogging of the Olympics/Paralympics, Instagram reels, prize giveaways & in-person competition coverage of the National Senior Championships.

Attended the YONEX All England Championships in Birmingham between the 15th-20th of March 2022, helping to create and gather content over five days of the tournament for the social channels and created and managed a Tik Tok account for the tournament which totalled 140k likes in 5 days.

REFERENCES

Tim Abraham

Former Sky Sports Cricket
Correspondent/Sports Journalism Lecturer at
LJMU

Email: tim.abraham457@gmail.com

Emma Eveleigh

Content & Communications
Manager at Badminton England

Email: emmabird17@hotmail.co.uk

WORK EXPERIENCE (CONTINUED)

Boxing Reporter

February 2022 - August 2022

Behind the Gloves - Various Locations in England

Worked freelance for the YouTube Boxing Channel 'Behind The Gloves' (310k subscribers) covering fight weeks (press conferences, weigh-ins and fight nights) interviewing boxing figures and fighters such as Eddie Hearn, Kalle Sauerland, Liam Smith, David Haye, Campbell Hatton, Aaron Chalmers, Josh Warrington, Carl Frampton, Ebanie Bridges, Skye Nicolson and many more. Used Adobe Premiere Pro to edit and upload videos to YouTube.

Contributing Writer Internship

May 2019 - July 2019

90min - Remote

An unpaid internship to build a portfolio as well as gain vital experience. Twice a week for 90min.com, contributing football news/reports/opinion pieces for the website which totalled over 300k views - with one article featuring over 117k views. Involved research and adherence to a house style and certain level of quality of writing.

Social Media Content Editor

February 2022 - May 2022

StatsPerform - Remote

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. As well as scheduling on CMS plus transcribing and video editing.

Work Experience

11th May 2019 - 15th May 2019

SportsBeat - Twickenham, London

Completed a week's work experience at SportsBeat, in London and assisted in being part of the office team, completing pieces of work in Cricket, Rugby and Boxing. Adhered to house style and gained a vital understanding of the inner workings of a journalist's office and learned about how to get into journalism.

Production Assistant

June 2021

The Hundred - Manchester Originals

Part of the production team that helped run the Cricket event 'The Hundred' for the Manchester Originals home games at Old Trafford Cricket Ground. Allowed to gain vital experience into the sport media industry, especially on such a big scale event.

Social Media Content Creator

March 2020 - May 2020

Badminton Europe - Remote

An unpaid, volunteer role where I created social media content for Badminton Europe's main social media channels. Involves creating videos for Instagram, Facebook, and YouTube, using the online archives of footage. Badminton Europe have a monthly reach of over 2 million people, and I work as part of a team, remotely, to create the content around my studies.

HOBBIES



Film & TV (Own Blog & TikTok Account)



Travel



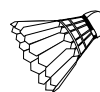
Fitness/Gym



Football



Food



Badminton