



LUKE PARKINSON

SPORTS JOURNALIST & COPYWRITER



CONTACT

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AREAS OF EXPERTISE & SKILLS

- Copywriting
- Social Media
- Blogging
- Digital Marketing
- Radio Production
- Audio Editing
- Sports Commentary
- Interviewing

EDUCATION

2011 - 2014 **BA (Hons) Sports Journalism**
Leeds Trinity University
First Class Honours

2009 - 2011 **A Level**
Runshaw College
A - Business Studies
B - Media Studies
D - Physical Education

PROFILE

I am an extremely passionate digital media professional, who is dedicated to expanding my industry experience after graduating with a First Class BA (Hons) degree in Sports Journalism.

I am talented, punctual, reliable, and polite as Andy Bayes, Sports Editor at BBC Radio Lancashire commented in his evaluation of me following my work at the station.

I have a strong work ethic and continue to combine my current work with a voluntary PR role at the Gary Parkinson Trust.

I am eager to learn with a serious and genuine passion for expanding on my experiences in the journalism and media field.



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KEY ACHIEVEMENTS

- Created and maintained an online presence for former professional footballer, Gary Parkinson, which has had over 180,000 website views since 2011, plus 7,300 Twitter followers and 2,100 Facebook followers.
- Gaining paid shifts as a Broadcast Assistant at BBC Radio Lancashire during my final year at University. As well as getting work regularly published in the Blackpool Gazette, Lancashire Telegraph and the Daily Mail.
- Gaining a one-to-one interview with David Moyes during his time at Manchester United as part of a BBC Radio Documentary.

CURRENT WORK

**Jan 2017
- Present**

Copywriter | Active Win Media

- Due to the restructuring of Betfred Digital, I am now working as a copywriter and social media assistant at sister company Active Win Media.
- My daily duties include writing emails, promotional pages and blogs for several gambling brands, as well as managing the social media output for the ActiveWins affiliate program.
- I am also in charge of the content management system for the copy team, and manage the creation and design of the company's online affiliate magazines.
- My responsibilities also stretch to providing training to new members of the copy and SEO writing teams.

**Sept 2017
- Present**

Matchday Reporter | BBC Radio Lancashire

- Live match day coverage of AFC Fylde home matches including broadcasting pre-match build-up regular updates in-play, and posting on social media.
- After the match, I record a full post-match reaction interview with AFC Fylde manager Dave Challinor, which is later played out on air throughout the week.

**Aug 2017
- Present**

Copywriter & Blogger | School Lettings Solutions

- I manage the social media accounts for a new company set up by School Lettings Solutions, called Let's Play Local. This includes the content creation and updating of the Facebook, Twitter and Instagram accounts on a daily basis.
- I also write and publish weekly blogs for School Lettings Solutions and Let's Play Local, which is fully SEO coded.



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AWARDS & QUALIFICATIONS

- First Class BA (Hons) Sports Journalism Degree
- Top 40 for the ITV News Graduate Traineeship 2014
- Shortlisted for the BBC Sport Journalist Traineeship 2014
- Winner of the Leeds Trinity Yorkshire Television Prize 2014.
- FA Level One Football Coach
- Hold Full Clean Driving License.

PREVIOUS EXPERIENCE

Apr 2016 -
Jan 2017

Copy Manager | Betfred

- In charge of managing three other copywriters who created copy for all of Betfred's touchpoints and platforms, including emails, promotional pages, blogs and press releases.
- I also managed the Betfred blog and the Betfred corporate site, which involved proofreading copy and requesting images from the design team, as well as approving terms and conditions copy.

Nov 2014 -
Apr 2016

Copywriter | Betfred

- Daily tasks included writing and editing copy for all Betfred platforms, as well as proofing and publishing blog copy sent from the PR Manager.
- Blog coverage included several major events such as the Cheltenham Festival, the Grand National, Euro 2016, the Tour de France and the 2016 Rio Olympics.

Aug 2014 -
May 2015

Phone Operator | Somethin' Else - BBC 606

- Working from the BBC Studios in Media City, my role involved taking stats on one league each Saturday, before presenting them to the BBC 606 Presenters.
- I would then work on the phones post-match, switching callers to the studio for the live output.

Feb 2014 -
Nov 2014

Sports Broadcast Journalist | BBC Radio Lancashire

- To produce packages and take audio from the BBC circuits before editing clips for daily sports bulletins.
- Reading the daily sports bulletin live on air, as well as broadcasting live match updates and full match commentary of Chorley FC, AFC Fylde and Fleetwood Town.



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REFERENCES

Scott Warrington | Company Director of
School Lettings Solutions
0330 100 5470

Tim Mosher | Digital Manager at Betfred
Digital – 01925 288500

Andy Bayes | Sports Editor at BBC Radio
Lancashire - 01254 841028

Catherine O'Connor | Head of Centre for
Journalism at Leeds Trinity University –
0113 283 7100

VOLUNTARY WORK

**Feb 2011 -
Present**

Media Officer | Gary Parkinson Trust

- Created the official Gary Parkinson Trust website which has received over 180,000 visitors since it was created in February 2011.
- Write press releases and news stories for the website regarding Gary's current situation, as well as any other fundraising events and send them to our media contacts.
- Implement a social media strategy using Facebook and Twitter by creating social media events such as Twitter Q&A's with Gary which recently gained coverage in the National Press.
- To work with the media to arrange interviews with the press for members of Gary's family and trustees.

**Aug 2014 -
May 2015**

Sports Presenter | Bolton FM

- Plan and present the Saturday Sports Show. Editing content taken from the IRN Newsroom to fit the local angle using Adobe Audition, as well as generate unique content for key local voices.
- Developing the programme to include live interviews with former Bolton Wanderers players, as well as creating a youth football hour, which continues to air on the station.