

# Daniel Cox

Social Media Manager / Sports Writer



## Profile

I am currently a full-time student studying a Masters in Digital Video Production & Marketing at Salford University, after completing my three year undergraduate course with a Second Class Honours in Broadcast Journalism. Over the years I have gathered sufficient work experience which has provided me with key skills which has given me the ability to adapt to any role I find in the industry that appeals to me.

LinkedIn: <http://bit.ly/2NwBGa3>

You can find my website here:  
<https://danielpatrickcox98.wix-site.com/website>

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## Skills

- Broadcast Journalism
- Sports Writer
- Social Media
- Marketing
- Production
- Editing
- Research
- Time Management
- Creative Content

# Work Experience

## Social Media Manager @ STADIUM Group

1st April 2019 - Present

I am currently working part-time as the social media manager at new sports & information company STADIUM Group. My role has been to manage 100+ social media accounts, which includes HQ, Report and Headlines pages which all require different daily content. I also take on marketing roles, as well as creating videos for the YouTube channel, which I record and edit myself.

## Media Assistant @ Burnley Football Club

4th November, 2019 - 8th November, 2019

I thoroughly enjoyed a week of work experience at the club I have been a life-long supporter of. Working with the media department was a great way of understanding how a Premier League club operates on a day-to-day basis when it comes to content creation as well as social media management.

Industry professionals Darren Bentley and Pete Oliver were great mentors during my time at Turf Moor, showing me what happens in a build-up to match day as well as allow me to create content for the club's official website and programme.

## Social Media Assistant @ Last Word on Football, Online

15th July, 2018 - 20th November, 2018

When finishing my role as a football writer at Last Word on Football, I began a new role as a social media assistant so that I could further my experience in the media.

My role would include sharing articles from the site online and sharing them to various social media pages with captions to entice the viewer to read the article.

## Sports Editor @ All Out Football, Online

25th June, 2018 - 20th June, 2019

After only a few weeks of producing daily content for the site All Out Football, the producer of the site offered me the role as editor.

My role was to give work out for the writers to produce and when they were done, they would inform me and I would edit their pieces and look to publish or schedule them to be published on the site.

With this I would also produce the social media posts which advertise the articles as they are shared across a number of platforms.

## Intern Sports Writer @ 90 Min, Online

9th July, 2018 - 11th September, 2018

90 Min is one of the world's biggest football platforms. With over 200 million monthly viewers, the site with a community of over 10 million followers on Facebook and Twitter is a great platform to gain exposure and experience in the media industry.

I sent my work to one of the site's editors in the hope that I would get a reply. I received a call a day later and one of the editors Jude Sommerfield said he was keen to offer me a role. My role included working 9-5 two days a week creating lots of content for the site which was very enjoyable and a great experience as I was tested with time management as well as looking to create good quality work for the editors which were experts in the field.

## Radio Presenter @ Shock Radio

30th September, 2017 – 25th March, 2019

In my first year at Salford I applied for my own show at the university radio station, which is the biggest student radio station in Manchester, which has won many awards nationally.

I produced and presented a show weekly with three friends called 'Football Fanatics'. The show was an hour long which included music, interview content and lengthy debates, all to keep the viewers entertained.

On top of this I also joined the sports team in which a show would be produced and presented on a weekly basis, with myself being involved in a numerous number of roles.

## Education

2:1 Broadcast Journalism @ University of Salford (2017-2020)

MA Digital Video Production & Marketing @ University of Salford (2020-21)

