

Richard Clarke

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Content, Digital, Social Media, Brand, Marketing – Leadership & Strategy

Eager to drive worldwide engagement for sports clubs, brands,
governing bodies and athletes in order to deliver commercial returns

Professional profile



Exceptional digital/social media/content strategist with an outstanding track record of reach and engagement growth at world-renowned sports clubs



Digital marketing specialist with an excellent record in delivering season-ticket and merchandise sales growth along with branded content and partnership development, all while retaining fan loyalty



Specialist in growing highly-monetisable overseas audiences for football clubs. Unique, in-depth experience in UK, European, US, Asian football markets



Led highly-successful 'digital transformation' process at football organisations around the world creating a 'digital-first' approach with data and analytics at its core



Team-builder in content, digital and brand marketing space with a legacy of spotting emerging talent who possess a growth culture and exceptional standards



MSc Course Leader on sports digital media, marketing, CRM etc at university based at Wembley Stadium

Areas of expertise

Content strategy | Content monetisation and branded content | Brand management | Social media strategy, community management | Media training | Crisis communications | CRM strategy | Digital Marketing | Overseas content strategy, including China, US and India | Key marketing campaigns including season ticket sales and kit launches | Data analysis for editorial strategy | YouTube channel development | Identifying new digital revenue streams and emerging trends | Appointing/leading editorial content teams | Managing stakeholder relationships

Professional experience – current



Founder, Sports Content Strategy – a consultancy, London, UK, 2015-date

Consulting with teams, athletes, governing bodies and brands on sports communications, digital, social media and content strategy. Clients listed below:



Asian Football Confederation, Consultant, UAE, Indonesia, Manila, 2018-22

UAE - Content, digital, communications, CRM, social media as part of sustainability project

Indonesia - Content, communications digital, CRM, social media as part of development project

Philippines - Media training for the national teams. Content, digital and CRM strategy



Indonesian Football League (LIB), Content Director, London/Indonesia, 2017-18

Developed content strategy (general, branded) for Liga 1 after its return to competition in 2017.
Appointed/managed video and digital agencies | Led digital/social media transformation strategy



Arsenal Media Group, Editorial Consultant, 2015-2017

Consulting on digital and social media innovation for all areas of Arsenal FC, especially in overseas territories such as India, China and US.

Other clients: **Premier League, Uefa, Bundesliga, Dugout, ATP** – overseas strategy

USA Swimming, UAEFA, Evos esports – content, digital, CRM, digital marketing



MSc Course Leader, UCFB/Global Inst of Sport, Wembley Stad, 2021-date

Wrote, delivered: MSc Sport Media and Marketing, MSc Football Comms & Digital Marketing

Modules: Sports Journalism, Sports Content Strategy, Crisis Comms, CRM strategy, Marketing

Other Masters teaching: ASAPES (Azerbaijan), International Football Business Institute (Belgium)

Professional experience – previous



Senior Director of Digital Media & Communications,

Colorado Rapids, Denver, USA, 2015-2016

- Managed three departments – content, personnel, budget
- Developed new strategy for content and social media resulting in huge growth
- Communications lead and club spokesperson

Achievements: Top-ranked Facebook page in MLS during 2016 | Grew social media reach by 300% in first 18 months | Devised award-winning mini-series for Tim Howard's return to MLS | Created a new branded content strategy delivering increased value to partners | Digital campaign created record season-ticket growth | Developed greater profile for the club in the crowded Denver market | Steering committees: MLS All-Star game, Brazil v Panama friendly



Managing Editor, Arsenal Football Club, London UK, 2007-2015

- Devised, launched and managed editorial strategy in all content areas
- Website – content and redesigns | International television show | Social media – UK and overseas | Publications – programme, magazine | Apps - iOS and Android apps | Strategic branded content for commercial partners | Appointed and led team of 17 permanent staff and up to 20 freelancers

- Devised, launched and managed editorial strategy on Facebook, Twitter (UK and global), Instagram, YouTube, Sina/Tencent Weibo

Achievements: 3rd biggest on Twitter | 5th^h biggest on Facebook | Biggest on Soundcloud | Fastest-growing YouTube channel | 5th biggest digital presence in China digital/social medi

- Developed international TV show

This was sold to 26 broadcasters and had a reach of 100 million households | New revenue stream for Arsenal

- Developed key editorial and branded content strands across all platforms

Interviewed Arsene Wenger and players each week for 12 years | Travelled with team on tours and trips

Managing Editor for 'Invincibles' documentary on NBC | Broadcaster, commentator, writer



Website Editor, Arsenal Football Club, London UK, 2002-2007

- First website editor appointed by Arsenal FC | Led the first phase of development in club's digital properties.

Implementing the first content strategy and taking a hands-on role in content creation | Devised highly-praised content strategy for the move from Highbury to Emirates | Travelled all over UK, Europe covering the team as a writer and broadcaster



Keynote Speaker/Mentor

SXSW: 2013, 'Balancing the Tightrope' | 2017, 'EPLvMLS' | 2018, Sports digital mentor, 'Underachievers'

SEAT: Conference: 2014-2017, speaker and steering committee member

Also: Leaders, iSportconnect, Sports Fan Engagement, Digital Sports & Entertainment, PSSI Asian Conference



Journalism

Columnist, The Cricket Paper, 2020-

Author, Last-Wicket Stand: Searching for Redemption, Revival & a Reason to Persevere in English County Cricket

Digital/Social Media correspondent, SportBusiness International, London, UK, 2017-2018

Reporter/Sub-editor (freelance), Telegraph, Times, Ind on Sun, SportsBusiness, GiveMeSport. London, UK

Blogger, MrRichardClarke.com – highly-influential sports digital/social media blog, 2015-date

Podcast producer, SportsContentStrategy and Football Indonesia, 2017-date

Series Sports Editor, Ham&High, London, UK



Awards

Arsenal.com, Website of the Year 2010, Sports Website of the year 2008, 2012, 2013, 2014

Arsenal Newsletter, Webby honouree, 2012

Arsenal Fully Covered Magazine, Newspaper Society Best Value-Added Product, 2002



Education

MA Sociology of Sport, Leicester University

BA (Hons) Politics and Social Policy – 2:1, University of Newcastle upon Tyne