

A determined and ambitious graduate. Looking for an opportunity to work in an industry that appeals to me and utilise my skills, understanding and desire to forge a career.

## SKILLS

- **Self-Motivation-** Constantly aiming to improve and develop my skills in order to be successful within an industry
- **Dependability-** Always fully prepared and punctual both in class and professional environments and fully capable of producing required standards of content and meeting set deadlines.
- **Research skills-** Always researching thoroughly prior to conducting interviews that could lead to potential publication, in particular features, in order for the content to be as accurate, professional and written as well as possible.
- **IT skills-** Fully trained on Quark Xpress 9.5.1, Adobe Photoshop CS6, Adobe Audition 5 and Final Cut Pro 7.03.
- **Teamwork-** When producing content for Staffs Live in Newsdays back at University, you had to work together in order for everyone to undertake respective roles proficiently. Required strong decision making and proficient communication skills in order for stories to be of the required standard and submitted by set deadlines.
- **Willingness To Learn-** Acquired press passes and attended various Championship fixtures, without expenses, in order to gain as much experience and practice as possible in a professional environment.
- **Problem Solving-** Despite previous plans and/or arrangements, stories and/or interviews have fallen through for various reasons en route to acquiring my degree. In such situations it is imperative to not panic and be creative, resourceful and quickly come up with a relevant solution.
- **Social media-** Ran various PR campaigns via social media for a local boxing club back home as part of my dissertation to increase the profile of the club and with Eskimo Insulation in order to promote various government schemes.
- **Writing skills-** Learned my trade from the most acclaimed and recognised journalism faculty in the UK whilst at University and have a strong portfolio of published work. Able to produce excellent and compelling content and my creative writing and feature writing skills are second to none.
- **Public relations-** Liaise on a day-to-day basis with clients and companies and have four years' marketing experience. Completed a PR internship at Bolton Wanderers Football Club and fully capable of producing press releases.

## EDUCATION AND QUALIFICATIONS

### 2010-2014 Staffordshire University

**BA (Hons) Sports PR and Journalism** – Graduated in July 2014. Completed modules in Media Law, PR Operations, PR Practices, Professional Sports Writing, Sports Features & Creative Content, Journalism Studies, Editing & Production, Commercial Regulation in Sport and Magazine Design, Development & Production.

### 2008-2010 Hipperholme and Lightcliffe Sixth Form

Four A Levels including; BTEC Level 3 National Diploma in Sport-Distinction, Merit (A, B), Media-C.

### 2003-2008 Hipperholme and Lightcliffe High School and Sports College

Six GCSEs; Physical Education-A, English Language-A, English Literature-B, Mathematics-C, Media-C, Citizenship-C.

## WORK EXPERINECE

### April 2012 – October 2012, May 2013 – September 2013

#### PR/Media Internship at Bolton Wanderers Football Club

- Two placements of six and four months respectively; typical working days within the media and PR departments of the organisation.
- Contributed significantly with regards to uploaded content for the official club website and content incorporated within specific matchday programmes.
- Observed everyday practices within the department including press conferences (TV, Print, Radio) and matchdays and every aspect that comes with working within such a department before, during and after fixtures.
- First point of contact for all media organisations and all player related requests
- Facilitator and co-ordinator for all player media requests - brief players in advance to the demands and requirements of the interview
- Promotion of BWFC within the local community through the co-ordination of football and non-football related events and provision of full support for all Club related player/manager appearances
- Responsible for overseeing the club's official twitter account and other social media platforms

- Responsible for liaising with all internal departments and external organisations, communicating with players, preparing suitable media briefs for players and press calls/releases for media and responsible for organising and monitoring all press coverage
- Assisted in the day to day management of a busy Communications Office
- Interviewed players and people relevant to particular stories and generally enhanced my sports journalism skills and knowledge.

## January 2011

### Work Placement at Burnley Football Club

- A three-week placement; fifteen typical working days within the media department of the organisation.
- Observed everyday practices within the department including press conferences (TV, Print, Radio) and matchdays and every aspect that comes with working within such a department before, during and after fixtures.
- Interviewed players and people relevant to particular stories and generally enhanced my sports journalism skills and knowledge.
- Previous placements include one week at the Halifax Courier in 2007.
- Had numerous articles published with the Halifax Courier, Huddersfield Examiner and Halifax RLFC as an outside contributor and written digital content for several companies' websites since graduation in a freelance capacity.

## EMPLOYMENT HISTORY

**July 2014-August 2018 – Sales & Marketing Manager** at Eskimo Insulation in Halifax, West Yorkshire. The company works on government schemes aimed at helping families in fuel poverty in the worst deprived areas of England reduce their heating costs. My roles included:

- Creating content for all marketing and promotional campaigns
- Working collaboratively with the design and production team
- Proofing all copy and maintaining a consistent level of quality across all deliverables
- Communicating and meeting with new and existing customers and companies in order to explore and secure new and future business opportunities.

**May 2011-September 2011 – Lead Generation Advisor** at Reactiv Media, a PPI company based at Lowfields Business Park in Elland. Got the job via an agency based in Huddersfield and worked there for the duration of the summer whilst home from University. Following two weeks training, I was on a team in the call centre on outbound calls only, attempting to generate leads for the company of people who had been sold PPI between 2002-2009 on a finance over £1000. My roles included:

- Obtaining personal information such as full name, address, phone numbers and DOB, in addition to what year the finance was carried out, what for, who with and for how much.
- Minimum target per day was eight applications that successfully transferred through to claims professionals at the other end of the line.
- Targets were always met, and initially there was incentive there in terms of a commission structure although nearly every week this would not materialise due to team and/or company conversion rates being below a desired percentage.

## PUBLISHED WORK

To view a selection of articles that I have had published, please visit my LinkedIn page or the 'written portfolio' section at:

[jamesjhorsfall.wordpress.com](http://jamesjhorsfall.wordpress.com)

## LINKEDIN

<https://www.linkedin.com/in/james-horsfall-743649168/>

## BLOG

[www.firstamendmentinsport.wordpress.com](http://www.firstamendmentinsport.wordpress.com)

## REFERENCES

**Robert Urbani, Digital Media Journalist** – Everton Football Club, Goodison Park, Liverpool, L4 4EL, 0151 556 1878

**Daniel Houlker, Media and Content Manager** – AFC Bournemouth, Vitality Stadium, Dean Court, Kings Park, Bournemouth, BH77AF  
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