

# S/M Stuart McCracken

S P O R T S J O U R N A L I S T

"Stuart's attention to detail and willingness to work, what are sometimes long and difficult hours in football, has been a breath of fresh air. Coverage throughout the academy from U12'S to the U21's has improved, both on social media and the club website, with supporters now more up to date than before on everything that is going on within the academy."

**Harry Lyons, Blackpool FC Media Manager**

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Preston, Lancashire  
 StuartMcC02

## S K I L L S

Experienced in Adobe Premiere Pro, Photoshop, InDesign and Audition.

Experienced in Microsoft Office programs

Social Media Management

Knowledge of media law, regulation and ethics

Full UK driving license

Match reporting, interviewing, filming and transcribing skills

## E D U C A T I O N

Sports Journalism BA(Hons)

*University of Central Lancashire*

2021 – present

NCTJ Diploma

*University of Central Lancashire*

2022 - present

A-Levels

*Limavady High School*

Completed 2021

Two A's and a distinction star

GCSE

*Limavady High School*

Completed 2019

Five A's and five B's

## R E F E R E N C E S

Harry Lyons

*Blackpool FC Media Manager*

[Harry.lyons@blackpoolfc.co.uk](mailto:Harry.lyons@blackpoolfc.co.uk)

## A B O U T M E

Enthusiastic multimedia sports journalist with experience working at football clubs such as Manchester City and Blackpool FC. Experienced social media operator, working as a social media manager for the German football podcast, Beer & Honey, hosted by The Athletic writer Raphael Honigstein. A professional journalist who meets deadlines for national papers such as the Rugby Paper.

## E X P E R I E N C E

### Blackpool – Academy Media Officer

2022 – Present

- Produce written content for the club website such as match reports, quotes pieces and match previews.
- Provide live match updates on X for all Under-18 matches.
- Assist media team with first-team matchday content such as conducting post-match interviews with players.

### Rugby Paper and Blackpool Gazette - Journalist

2023 - Present

- Produce weekly match reports on Fylde RFC for Rugby Paper (200 words) and Blackpool Gazette (1000 Words).
- Conduct post-match interviews, which I write up for the Blackpool Gazette.

### Manchester City – Social Media Freelance

2023 - Present

- Set-up livestreams for the first-team matches before tweeting out the links on all their social media platforms.
- Provide live match updates on academy and women's matches on their social media platforms, making use of the pressbox software.

### Beer & Honey podcast – Social Media Manager

2022 – 2023

- Clip out interesting clips of the hour weekly podcast on German Football to put out on their X account, which I set up from scratch and grew to 700 followers in a year.
- Manage the content which goes out on the X account such as announcements on the next podcast being live.
- Use photoshop to create thumbnails for the YouTube videos I produce from the recording of the podcast.

### Prost International – Voluntary Journalist

2023 - Present

- Produce match previews, match reports, post-match quotes pieces and considered reports on Sale Sharks matches for the website.
- Provide live match updates on Sale Sharks matches.