THOMAS BAILEY

CONTENT CREATION · MEDIA PRODUCTION · SPORTS MEDIA

CONTACT

EMAIL
tom03bailey@outlook.com

PHONE
+44 7305 329365

EDUCATION

Florida Memorial University
USA
Bachelor's degree: Communications – Sports Broadcasting and Social Media
Graduated 2025

RELEVANT EXPERIENCE
Media production · Podcast production · Interviewing · Magazine production · Graphic design · Digital content · Photography · Audio production · Presentation and communication

Sixth Form – John Madejski Academy
Distinction*, Distinction, Distinction in Sport Studies (summer 2022)

9 GCSEs – Garth Hill College
Summer 2020

SOFTWARE & DIGITAL SKILLS

Canva *Strong*
CapCut *Strong / Developing*
Microsoft PowerPoint *Strong*
Microsoft Word *Good*
Microsoft Excel *Good*
Instagram / TikTok / Snapchat *Comfortable*
AI Tools *Confident and enthusiastic user*
Audio / Soundboard Equipment *Practical university experience*

CAREER INTERESTS

Social Media Management · Content Creation · Digital Marketing · Media Production · Sports Media · Broadcasting · Digital Communications · Video Production · Football Media · Golf Media

PERSONAL PROFILE

Creative and motivated media graduate with a strong passion for social media, content creation, media production and sport. I have practical experience creating podcasts, interviews, magazines and a university yearbook, alongside developing my skills in Canva, CapCut, presentation design and audio production. My university experience in the USA gave me the opportunity to work collaboratively on media projects, operate live audio equipment, and contribute to interviews and podcast production.

Alongside my creative experience, I have worked at Tesco since 2021, developing strong communication, customer service, problem-solving and leadership skills while being trusted with additional front-end responsibilities. My background as a university football athlete has also developed my discipline, teamwork, resilience and ability to perform under pressure.

I am now looking to begin my career in social media, content creation or media production, ideally within sport, broadcasting or a major media organisation. I am particularly motivated by opportunities where I can learn, create engaging content and develop alongside an experienced creative team.

KEY SKILLS

- **Social Media & Content Creation —** Strong interest in creating engaging digital content for social platforms, particularly within sport.
- **Video Editing —** Developing strong skills in CapCut, creating short-form videos, sports edits and personal projects.
- **Graphic Design —** Experienced with Canva and creating covers, layouts, presentations, yearbook pages and magazine content.
- **Media Production —** University experience producing podcasts, interviews and audio content, including operating a live soundboard.
- **Communication —** Confident communicating with customers, colleagues, students and senior individuals.
- **Teamwork —** Extensive experience working within football teams, university media projects and professional environments.
- **Problem Solving —** Experienced in resolving customer issues, troubleshooting problems and finding practical solutions independently.
- **Leadership & Responsibility —** Trusted at Tesco to take responsibility for the front end and support colleagues when managers are unavailable.
- **Time Management —** Successfully balanced university studies, full-time university sport and employment.
- **Technology & AI —** Enthusiastic about learning new software and understanding how emerging technology can improve media and content creation.
- **Creativity —** Enjoy developing fresh ideas, experimenting with designs and finding different ways to make content more engaging.

MEDIA & CREATIVE EXPERIENCE

Florida Memorial University – Media Projects

Miami, USA

During my university studies, I worked on several media and production projects, developing practical experience in podcasting, interviewing, audio production, graphic design and collaborative content creation.

Lions Country Podcast – Global Voices

- Contributed to the creation of a university podcast focused on the experiences and perspectives of international and American students.
- Worked as part of a team to develop topics, questions and ideas for multiple episodes.
- Operated the live soundboard and was responsible for managing audio during recordings.
- Worked with microphones and recording equipment.
- Edited and prepared audio for publication.
- Participated in interviews and discussions.
- Contributed to a series of five podcast episodes published through the university's YouTube channel.

- Interviewed senior figures including the university President and a North Miami Beach Commissioner.
- Worked under time pressure while coordinating multiple people and ensuring recordings were ready to begin.

University Magazine

- Created approximately five pages of content for a university magazine of around 35–40 pages.
- Designed the front cover and contributed ideas to the overall visual direction.
- Used Canva to create layouts and visual content.
- Worked closely with classmates and teaching staff to develop and improve designs.
- Presented designs for review and incorporated feedback where required.

University Yearbook

- Contributed to the design and creation of a virtual university yearbook approaching 100 pages.
- Designed multiple potential front covers for classmates to review and vote on.
- Created the front cover, back cover and index design.
- Developed page layouts and visual ideas using Canva.
- Collaborated with other students to collect ideas, photographs and content.
- Helped create a finished digital product that could be shared across the university community.

VIDEO & CONTENT CREATION

- Regularly create and edit short-form videos using CapCut.
- Experience editing personal, holiday, football and sports-related content.
- Enjoy experimenting with documentary-style edits, player edits and short-form social content.
- Continue to develop knowledge of video editing, transitions, pacing and visual storytelling independently.
- Assist a friend with ideas and content for golf and gymnastics social-media channels.
- Strong interest in creating content specifically designed to encourage attention and engagement.
- Comfortable learning new creative software independently and continually improving existing skills.

PROFESSIONAL EXPERIENCE

Tesco

2021 – Present

Customer Service / Front End Colleague

- Provide customer service at the Customer Service Desk and Self-Service area within a busy superstore.
- Resolve customer enquiries, complaints and problems independently where appropriate.
- Communicate confidently with a wide range of customers and adapt communication depending on individual needs.
- Frequently trusted with responsibility for running the front end/line when managers or colleagues are unavailable.
- Support the smooth operation of the front end during particularly busy periods.
- Train and support new and temporary colleagues, particularly within the Customer Service Desk.
- Work across multiple areas including tills, self-service, customer service, online shopping, grocery and produce.
- Prioritise tasks effectively during periods of high customer demand.
- Troubleshoot everyday equipment and system issues and find practical solutions.
- Assist customers with product information, pricing and locating items.
- Complete reports and follow Tesco procedures relating to returned, damaged and unsuitable products.
- Regularly take initiative by identifying customers or colleagues who need assistance without being asked.
- Trusted by management to take on additional responsibility beyond my standard role.
- Developed strong resilience and the ability to remain calm and professional when dealing with difficult situations.

FOOTBALL & SPORTING EXPERIENCE

University Football (Soccer) – USA

University Athlete

- Earned a football scholarship to study and play football in the USA.
- Competed at university level and experienced the demands of combining competitive sport with academic study.

- Trained approximately 3–4 hours per day alongside university studies.
- Played primarily as a full-back, developing strong communication, tactical awareness and teamwork.
- Adapted to different coaches, teammates, playing styles and environments.
- Overcame setbacks and competition for positions through determination and consistent improvement.

Football – England & International

- Played football from a young age, including experience with Ascot.
- Played for Ascot Men's First Team.
- Competed in the Gothia Cup in Gothenburg, Sweden, for approximately five consecutive years.
- Experienced multiple positions including right-back, left-back and centre-back.
- Captained the Ascot Under-18s for much of a season.
- Experienced playing within successful teams and competing in league and cup competitions.

Golf

- Strong personal interest in golf and the development of golf media and broadcasting.
- Particularly interested in how social media, video content and broadcasting are changing the way golf is consumed.
- Interested in future opportunities combining sport, content creation and digital media.

FOOTBALL COACHING EXPERIENCE

Youth Football Coach

- Coached children aged approximately 6–11.
- Supported sessions involving up to approximately 40 children alongside other coaches.
- Helped deliver football sessions twice a week.
- Created drills and session activities based on coaching requirements.
- Led warm-ups and cool-downs.
- Developed communication and leadership skills through working with young players.
- Helped manage challenging behaviour and maintain a positive environment.
- Learned to take responsibility while working within a wider coaching team.

REFERENCES

Available upon request.