

KANE BROOKER

SPORTS JOURNALIST

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WORK EXPERIENCE

BRKR DESIGN / Freelance Designer

JAN 2018 – PRESENT | LONDON

I work with clients with small businesses in the fashion, financial and sporting industries, notably those with outdated digital presences and inefficient data management systems. I typically create logos, websites, promotional and administrative material, and develop email campaigns.

I usually collaborate with the company director and work with a focus on automation, data collection and workflow optimisation. I have also partnered closely with local charities to enhance their brand image and website pro bono.

AGA FIT / Creative Director

JAN 2017 – JAN 2018 | SURREY

I designed and developed a brand image for a new company and handled all platforms, events and communications. My responsibilities included producing all marketing and administrative materials, publications, and delivering digital media strategies with a significant focus on videography.

ELITE SPORTING PROVISION / Creative Director

SEP 2016 – JAN 2018 | SURREY

I helped launch a new company with a logo, brand guidelines, website, social media accounts and branded materials. My responsibilities included maintaining the website, designing and writing content for all documents, letters and policies, and producing photography and videography at all major events.

WALTON CASUALS FC / Head of Media Relations

AUG 2013 – JUL 2017 | SURREY

I launched a football club's online presence and handled all media operations; including creating a website, social media profiles and Google integration. I was responsible for producing all content across the platforms, with a focus on graphics.

I produced the club's official matchday programme and promotional flyers and handled all incoming communications on behalf of the club. I also sourced additional revenue via advertising and marketing campaigns.

EDUCATION

UNIVERSITY OF CENTRAL LANCS'

SEP 2015 – JUL 2020 | PRESTON

BA Sports Journalism: First Class Honours
Modules include: Data Journalism, Media Law and Regulation, Shorthand (80 wpm)

RYDENS SIXTH FORM COLLEGE

SEP 2013 – JUL 2015 | SURREY

3 A-Levels: A*, A, B

English Literature, Media Studies, Sport

RYDENS ENTERPRISE SCHOOL

SEP 2008 – JUL 2013 | SURREY

18 GCSEs: 4 A*s, 7 A's, 5 B's, 2 C's

Athletics Squad, Cricket Team, Football Team, House Captain, Mentor, Prefect

SKILLS

Adobe Creative Cloud • Final Cut Pro X • G Suite • Google Ads • Google Analytics • Mailchimp • Microsoft Office • Shopify • Squarespace • Tweetdeck • Wix • Wordpress

CERTIFICATION

The Fundamentals of Digital Marketing

Issued in Nov 2018 by Google
Credential ID: DS5 WUM RTH

Google Web Designer Basics

Issued in Nov 2019 by Google
Credential ID: 24390809

Google Analytics Individual Qualification

Issued in Nov 2019 by Google
Credential ID: 24408654