THOMAS BAILEY

CONTENT CREATION · MEDIA PRODUCTION · SPORTS MEDIA

CONTACT

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Creative portfolio

EDUCATION

US STUDY ON FOOTBALL SCHOLARSHIP
August 2022 – May 2025
Hill College, Texas: August 2022 –2024. Transferred academic credits to Florida Memorial University, Miami: August 2024 –May 2025. Studied communications, including broadcasting and design.
Degree not completed due to university funding circumstances.

RELEVANT STUDY
Broadcasting · Design and Presenting · Collaborative media production

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

9 GCSEs – Garth Hill College
Summer 2020

SOFTWARE & DIGITAL SKILLS

Canva / Canva Pro Layouts and publication design
CapCut Developing video-editing skills
Microsoft PowerPoint *Strong*
Microsoft Word *Good*
Microsoft Excel *Good*
Instagram / TikTok / Snapchat *Comfortable*
AI tools Practical project exploration and layout refinement
Audio / Soundboard Equipment *Practical university experience*

PERSONAL PROFILE

Creative and motivated aspiring content creator with three years of US study on a football scholarship. Practical experience in live podcast production, magazine layout and collaborative media projects, with a growing interest in sports advertising and editorial design.

I enjoy researching references, developing a rough concept and refining it around the intended audience. My recent self-directed work includes football editorial graphics in Canva and an AI-assisted portfolio website. At Tesco, I have developed customer service, problem-solving and front-end leadership experience since 2021.

Seeking a junior creative, content or media role where I can contribute ideas and develop alongside an experienced team. Based in Berkshire and open to opportunities within commuting distance, including London, plus remote or hybrid work.

KEY SKILLS

- **Content Development —** Explore references, develop concepts and refine drafts for the intended audience.
- **Video Editing —** Developing CapCut skills through short-form personal and sports projects.
- **Editorial Design —** Canva layouts, magazine covers, contents pages and contributor pages.
- **Audio Production —** Studio setup, microphone checks, live soundboard operation and level monitoring.
- **Communication —** Work confidently with customers, colleagues, classmates and interview guests.
- **Teamwork —** Collaborate across media projects, football teams and a busy retail environment.
- **Problem Solving —** Resolve customer enquiries and troubleshoot everyday equipment issues.
- **Leadership & Responsibility —** Provide front-end cover and train new and temporary colleagues.
- **Organisation —** Coordinate content, prepare recording sessions and manage competing priorities.
- **AI-Assisted Creation —** Explore layouts and website ideas, review outputs and make final content decisions.
- **Creative Judgement —** Remove unnecessary content and prioritise clarity, purpose and audience needs.

MEDIA & CREATIVE EXPERIENCE

Florida Memorial University – Class Media Projects 2024–2025

Collaborative projects through Broadcasting and Design and Presenting classes, covering studio production, creative planning and publication design.

Lions Country Podcast – Studio & Live Audio Production

- Prepared the studio for recording, arranging seating, microphones and equipment before guests and classmates arrived.
- Contributed questions, topics and creative ideas alongside classmates, helping shape episode direction.
- Operated the soundboard throughout recording sessions, balancing microphone and headphone levels.
- Checked microphone readiness and coordinated with participants to help recordings run smoothly.
- Learned post-production techniques from more experienced students; final editing was handled mainly by others.
- Made occasional on-mic contributions, including questions from my perspective as a UK student.
- Portfolio selection: Global Voices, Dear My HBCU, the finale and the Daniela Jean interview.
- Supported the interview with Daniela Jean, then City Commissioner of North Miami Beach, through studio preparation and live audio management.
- Balanced production preparation with other classes and worked with the team under time constraints.

CAREER INTERESTS

Sports content · Advertising campaigns · Editorial design · Media production · Digital communications

The Roaring Times – Managing Editor | Special Edition 2025

- Coordinated overall layout and assembly of student contributions for a printed university magazine.
- Designed the front cover, Inside The Roaring Times page and Meet The Team contributor page in Canva.
- Organised names and contributor credits into a clear layout and developed designs using Canva Pro.
- Helped a classmate arrange the football profile's content, layout and colours; the writing was their own.
- Reviewed layouts with classmates and incorporated feedback. Cover photography was supplied by a fellow student photographer.

SELF-DIRECTED DESIGN & AI PROJECTS

- Football editorial graphics: developed player-comparison and match-statistics poster concepts in Canva.
- Researched football information online and applied my playing experience to choose topics and editorial angles.
- Used AI to refine layout and visual neatness, then reviewed the result and removed unnecessary sections.
- AI-assisted portfolio: organised projects into clear, selectable sections so visitors could explore my work and background.
- Directed content structure and reviewed generated website layouts, developing the project within free-tool limits.
- Continue to refine football graphics with clearer sourcing and data presentation before portfolio publication.

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

- Held a football scholarship during three years of US study, August 2022–May 2025.
- Hill College: member of the 2023 NJCAA Region 5 Division I men's soccer championship team.
- Received Region 5 Men's Soccer Honorable Mention for 2023–24; started every game at left-back that season.
- Transferred to Florida Memorial University in August 2024 to continue my studies and football.
- Adapted to new coaches, teammates and daily life while balancing academic work with competitive sport.
- Developed discipline, resilience and teamwork through training, competition and life away from home.

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.