

## Contact

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## Top Skills

Broadcast Journalism  
Social Media  
Radio Broadcasting

# Charles Warren McGinnes

Freelance Sports Commentator/Voice Artist & Producer  
London, England, United Kingdom

## Summary

I'm a multimedia professional, proficient in capturing the uplifting power of the words, images and sounds of sport and culture with an ultimate focus on every exciting detail. I look to make positive change in local communities through the power of published content and marketing materials.

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## Experience

### Commentary Services

Freelance Football Commentator  
September 2022 - Present (11 months)

### GBVision

Freelance Football Commentator  
September 2021 - Present (1 year 11 months)

### ITV

Freelance Digital/Social Producer (Sport)  
April 2018 - Present (5 years 4 months)

Live digital production, social media, match reporting and amplified marketing for a variety of Sports under the ITV Sport banner including:

2018 FIFA World Cup, Domestic Football, Champions League coverage, Extensive ITV Racing Coverage (including Ascot, Cheltenham, Aintree etc), French Open, Tour de France, PDC Darts, Snooker and BTCC

### The Sports Presentation Company

Freelance Sports Commentator (Audio Description)  
October 2019 - Present (3 years 10 months)

London, United Kingdom

Responsible for the delivery of live Audio Description Commentary for sporting events based at Wembley Stadium for the blind and partially sighted.

Also set to take on a role as presenter on Wembley LIVE - the Stadium's in house radio station

Projects include:

NFL (performed)

Rugby (scheduled)

England Internationals (inc. Euro 2021)

EFL and FA Finals (rescheduled for 2021)

### Sunset+Vine

Freelance Assistant Producer, Digital Producer, Editor and VO Artist  
August 2018 - September 2020 (2 years 2 months)

London, United Kingdom

Projects include:

- England International Cricket (Specsavers Ashes, Women's Internationals etc.)

Produced and assisted in the editing of highlights packages for England international cricket

- Domestic Cricket (Specsavers County Championship, Vitality Blast, KSL)

Produced and assisted in the editing of Vitality Blast highlights, including creation of graphics

Scripted, voiced, edited and produced digital highlights of the Specsavers County Championship

- Ineos 1:59 Challenge

Social outreach, production and marketing tasks in the build up to the race, building partnerships with partners.

Live graphics production (Singular.live) and general assistance to Team throughout even

- Crufts 2020

Live graphics production & monitoring/curation of communities on live streams from Crufts 2020

Quality Control and quick turnaround solutions creating

- Social Media Analysis for FIE

Undertook detailed analysis of FIE social media output alongside similar level 'rival' Olympic sport

federations (e.g Table Tennis, Judo, Archery etc)

### Whisper

### Freelance Predator and VO

July 2020 - August 2020 (2 months)

Responsible for the clipping, editing, scripting and voicing of games in the Bob Willis Trophy 2020.

### ITN Productions

Freelance Football Highlights Editor/Commentator

February 2017 - May 2019 (2 years 4 months)

London, United Kingdom

Live edit EFL match highlights on matchdays

Short turnaround required on three different packages

For television, online and international distribution

Typically edit 2-3 games simultaneously

Commentate on EFL matches

### Win Technologies

Sports Copywriter

July 2016 - May 2018 (1 year 11 months)

London, United Kingdom

Created marketing copy for multiple purposes

Proofread, subedited and signed off copy and design elements for customer-facing marketing

Helped create campaigns alongside designers

Created SEO copy, betting previews and YouTube scripts

### Betclic Everest Group

Copywriter

September 2015 - January 2016 (5 months)

London, United Kingdom

Wrote copy for five sports betting and casino sites.

Sub-edited, proofread, created and approved all promotional materials and editorial

New position so implemented new systems where necessary

### AtTheMatch.com - The Business Network for Sports Fans

Sports Journalist

July 2014 - June 2015 (1 year)

London, United Kingdom

Editorial focused on insightful, original sports

content including interviews with sports stars and

business owners

Writer, researcher, sub-editor, and editor due to restricted resources

Aided in design, image editing, and charity media with the Jason Roberts Foundation

Acted as Social Media Manager in addition to journalist duties

90min

Sports Journalism Intern

January 2014 - May 2014 (5 months)

Media Citizens

Marketing Intern

October 2013 - January 2014 (4 months)

EastLondonLines.co.uk

Sports Editor

February 2013 - April 2013 (3 months)

This role was created to fill a need for sports reporting on this student run local news website. East London Lines covers the four London boroughs served by the East London Line and was exceptional in all departments apart from sport.

Responsibilities

- Increased Sports Coverage of East London Lines by taking a professional view of the job, covering not only small scale local stories but covering the professional sports teams of the area.
- Established contacts with Millwall FC, Charlton FC, Dulwich Hamlet FC West Ham United FC and Crystal Palace FC; who we featured heavily in end of season challenge for and subsequent promotion to the premier league. This culminated in live coverage from Wembley Stadium of the 2013 Championship Playoff Final.
- Consistently produced articles and work that achieved more unique hits and readership than any other article on the site. At times my articles received two or three times more hits.
- Sports output went from being lambasted to celebrated

BBC

6Music Work Experience Intern - Steve Lamacq and Gideon Coe Shows

June 2011 - July 2011 (2 months)

A month long internship working on both Steve Lamacq's and Gideon Coe's radio programs over the very busy period of Glastonbury Festival.

A variety of responsibilities from

- Ensuring compliance in line with BBC Guidelines
- Editing and producing on air content for features
- Booking and researching guests for weekly features
- Writing copy for on air broadcast
- Keeping tabs on social network interactions
- Assisting in general logistics around the office (post, copying, memos)

Legal and Contract Services

Sales Assistant

March 2009 - July 2009 (5 months)

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## Education

Goldsmiths College, U. of London

Master of Arts (M.A.), Radio · (2012 - 2013)

Goldsmiths College, U. of London

Bachelor of Arts (B.A.), Communication and Media Studies · (2009 - 2012)