

OLLIE SILVERTON

Content Producer · Social Media Specialist · Creative Strategist

IMG Senior Assistant Producer | IMG *August 2017 – current*

- Part of the Access All Areas team at European Tour Productions as a producer and presenter in the original content department.
- Creating unique 'viral' content for the Rolex Series events gaining national recognition.
- Working with sponsors, partners and suppliers to increase awareness and global visibility.
- Writer, producer and presenter for both original and branded content. Part of the entire process from idea conception to budget management and then execution and delivery.



Freelancer | Sporting News Australia *January 2017 – August 2018*

- Combine writing (CMS), video, photo and video editing, and design requirements to produce visually compelling online content.
- Conceptualise, shoot and edit the social and viral videos for one of the biggest sports media outlets in Australia.

GMR

Ultimate Apprentice | GMR Marketing *November 2015 – October 2016*

- Named as the Ultimate Apprentice after a successful social media campaign and rigorous application process.
- Conducted interviews with key clients, delegates and attendees at an array of events around the globe.
- Reporting on brand awareness and activations at the biggest sports and entertainment events that year.




Co-Founder | The Rugby Pod *September 2014 – Currently*

- Developed and launched an app in the iTunes and Google stores (Currently over 100,000 followers across social media).
- Contributor and producer of the 'Rugby Pod Podcast' with Andy Goode and Jim Hamilton, the most downloaded sports podcast in the United Kingdom on a number of occasions.
- Secured multiple partnership deals for the company as well as launching the sold out live shows.

CONTACT

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SPECIALITIES

- Reporting
- Social Media
- Marketing
- Content Creation
- Presenting
- Podcasting
- Video Editing
- Live Commentary



EVENTS I'VE REPORTED AT

- Rugby World Cup 2015
- FIFA World Cup 2014
- Super Bowl 50
- Sundance Film Festival
- Euro 2016
- The Open Championship
- SXSW
- Rio Olympics 2016
- NBA All Star Weekend
- NASCAR 500 – Daytona

**INTERESTS**

- Beat over 1200 entrants to win a worldwide campaign to go to Brazil for the entire 2014 FIFA World Cup and be their live correspondent from every game in Rio De Janeiro.
- Created original daily videos which included interviews with famous former players, fans and stakeholders.
- Attracted over 100,000 views on the World Cup content and kept on as a presenter and writer for the 2014/15 Premier League season.

- Rugby
- Golf
- Football
- Presenting
- Social Media
- Comedy
- Travel
- Film
- Innovation
- Script Writing
- Video Production
- Marketing

Education **2011-2014 – Durham University**

BA - Sport, Exercise and Physical Activity Degree

Upper Second Class Honours Degree

2005-2010 – The Leys School, Cambridge

A Levels: Physical Education – A, French – B, Economics - B

Achievements

- Part of the 'Access All Areas' team to win the Social Media Campaign of the Year award at the BT Sports Industry awards.
- Winner of [GMR Marketing and Sport Business' Ultimate Apprentice campaign.](#)
- Winner of Titan Bet's [Best Job in the World campaign, covering the entire 2014 FIFA World Cup in Brazil.](#) Beating over 1200 applicants to land the role and increase the brand awareness to new regions.
- [Founded and launched "The Rugby Pod" app and podcast.](#)
- High praise for sideline debut with Triple M from industry professionals including Gordon Tallis.
- Titan Bet correspondent for talkSPORT (World's biggest sports radio station).
- Led the Gold Brigade marketing campaign for the Wallabies during the 2015 Rugby Championship and gained national press recognition in doing so.
- Published writing in Sport Business (print and digital).

REFERENCES

- **Jamie Corr**
Managing Director,
Hill+Knowlton.
- **Dave O'Connor**
Director Global
Partnerships, Infront
Sports.
- **Charlie Dundas**
Commerical Director,
SMG Insights.

