

AIMEE PALMER

Sports Journalist + Broadcaster

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ABOUT ME

I am a sports journalist and broadcaster with experience in presenting, video and photo editing/filming, graphic design, written work, producing/directing and social media. I grew up watching lots of different sports, which ignited my passion for sports media. This has allowed me to cover a range of sports in the industry, including Formula One, rugby union and league, football, and motorsports. I have attended press boxes, worked in newsrooms, run social media accounts, and worked in production. My range of skills and experience is what I am excited to expand on and develop within a new role.

WORK EXPERIENCE

Sports Presentation Company – Women’s Rugby World Cup Runner **SEPT 2025**

I worked as a runner as part of the sports presentation team. This ranged from assisting the hosts and MC’s, organising food and drink for crew, cueing cameras for the in stadium TV, Floor Managing the half time show and ensuring everyone had what they needed for a smooth and successful show.

BRITCAR – Presenter **2024 – Present**

I am the Social Media Presenter for the Motorsport championship Britcar. I conduct driver interviews post and pre race. As well as edit and manage their social media account, in which over 40,000 people view each month. Through this I have also made my debut on official BARC TV interviewing drivers in the Pit Lane.

Cambrian United – Head of Media **June 2025 – Present**

I strategize and organise social content for the Cymru South team. I have conducted interviews with players, edited video content and filmed it as well as editing graphics for the club. I grew the clubs instagram engagement from 10,000 to 500,000 in just 3 months. I have over 50,000 views on TikTok and the clubs attendance has doubled since last season. I also correspond with sponsors and work with them on content and help analyse our social media growth for the future.

BBC Radio Lancashire – Work Experience **March/April 2025**

I shadowed the team at BBC Radio Lancashire in the office for a day and then also on location. I saw how radio programmes were edited and saw behind the scenes of the live broadcast. I also shadowed a member of the team commentating at Blackburn Rovers v Cardiff City.

Warrington Wolves – Work Experience **Feb 2025**

While on work experience, I conducted interviews with the players, wrote articles for the website and edited graphics for the big screen. This was alongside shadowing Adam Leah their head of Media. I assisted with instagram stories on Match Day and helped the team in the build up. I also attended a media day and created a video for the club for Behind the Scenes which got posted onto their social media.

South Wales Argus – Work Experience, Journalist **Aug 2024**

I wrote articles for my local newspaper which is part of the Newsquest Media Group. I interviewed numerous athletes from a variety of sports, including Netball, Darts and Motorsport. I also did match previews and reviews of upcoming local games in both rugby and football.

Her Game TOO + Her Game Too Cymru – Content Creator and Writer **June 2024 – Present**

I am apart of the anti sexism organisation Her Game Too. I create content for their Cymru branch, this includes videos from Welsh Football press conferences, Graphics and Game Day coverage for both the mens and womens international teams. I also write match reports and features for the Her Game Too website.

Cardiff City FC – Work Experience and Shadowing **Dec 2023 – Dec 2024**

I shadowed the media team at Cardiff City for a couple of fixtures. I had a match report published on the official Cardiff City Website as well as a post match piece. I got to experience the Press Box and learn more about club media.

South Shore Productions – Work Experience/Runner **April 2025**

I was a runner on the show ‘Champions’ where I got to go on location for a day in Bristol to interview Harry Cobden and Paul Nicholls. I helped set up the interviews and carry equipment as well as got to sit in to shadow the producer during the interviews. Back in the office I selected music for the show DIY SOS and assisted in the office with some admin.

Everything F1 – Podcaster + Content Creator **Aug 2021 – Aug 2025**

I contributed to the EverythingF1 Podcast. I was a frequent panelist who contributed ideas and interviewed people within the F1 World including, Diana Binks and Craig Slater. I also created TikTok content and wrote articles for the website.

ULan Womens Rugby – Social Media Officer **Sept 2024– Sept 2025**

I managed the social media for my university womens rugby team gaining over 90,000 engagement on the Instagram. I created match day graphics and updated the social media on match days. I also created video content which I edited myself.

PENDING PLACEMENTS

Sky Sports News - 1 week placement, May 18th 2026
ITV Wales - 3 day placement, March 13th 2026
Studio Lambert - 1 week placement, March 18th 2026

EDUCATION

University Of Lancashire

- Studying BA(Hons) Sports Journalism - Due to complete May 2026

Tonyrefail Community School

A Levels: A - Media Studies, A- Welsh Baccalaureate, C- Business Studies, C- English Literature and Language
GCSE's: 14 GCSE A*- C

SKILLS

- Graphic Design
- Adobe Software
- Video+ Audio Editing
- Writing
- Presenting/Hosting
- Camera work
- Driving License
- Studio/Gallery work
- Team work

MENTORSHIP SCHEMES

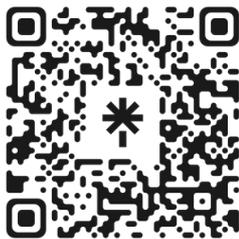
John Schofield Mentee 2025 - I completed the John Schofield mentorship programme, gaining insight from Laura Winter in presenting and broadcasting. I joined networking events at places such as the BBC headquarters in London and took part in online journalism masterclasses.

Be Football Mentee 2025 - I completed the FAW BeFootball mentorship scheme, where Sioned Dafydd allowed me to shadow her at Wales press conferences and interviews. I improved my broadcasting skills and filmed a piece to camera at the Wales men's training camp. I hosted a panel featuring two former Wales Women players and an FAW Strategic Lead. I also attended workshops at BBC Wales in Cardiff and expanded my industry network.

AWARDS

Football Content Awards 2024 - Her Game Too - Second place in EDI
Community Radio Awards 2024 - BJTC NLive Radio Broadcast of the 2024 General Election - Second Place.
Football Content Awards 2025 - Her Game Too - First place in EDI, Second place in Womens Football, Third in Social Content.
Britcar Media Awards - Media person of the year 2025

EXAMPLES OF WORK



LINKTREE



WEBSITE



SHOWREEL

You can find examples of my work within my link tree and website. Everything from written work, Digital and video. Happy to present work upon request as well.

REFERENCES

Can provide contact information on request:

ADAM LEAH - WARRINGTON WOLVES HEAD OF MEDIA

SIONED DAFYDD - S4C PRESENTER (MY MENTOR)

ROOPA VYAS - HER GAME TOO COO