

STEPHEN PETTITT

CURRICULUM VITAE

+27 74 582 8050

STEVEJHB@GMAIL.COM



INFO

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|-----------------|---------------------------------------|
| Name | Stephen Pettitt |
| Age | 27 |
| Date of Birth | 22/08/1996 |
| Gender | Male |
| Status | Single |
| Nationality | South Africa |
| Languages | English (native) Afrikaans (basic) |
| Drivers License | Code 08 |

CONTACT

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| Phone | +27 74 582 8050 |
| WhatsApp | +27 74 582 8050 |
| Email | stevejhb@gmail.com |
| Address | 22 Dukana Road Sunninghill Gardens Johannesburg 2157 |

CONNECT



<https://www.linkedin.com/in/stephen-pettitt-b69937105/>



<https://www.youtube.com/@ForeverSports>



<https://twitter.com/SteviePSport>



<https://www.instagram.com/steviepsport/>



<https://www.tiktok.com/@steviepsport>

PROFILE

I am a sports enthusiast with a passion for content creation and digital media with an obsession with new media. I spend my free-time engaging in various sporting activities. I run regularly and have completed several half-marathons. I also play club cricket and social padel and golf. I am a very relaxed social and ambitious person who enjoys working with others and pushing boundaries.

EDUCATION

- MA JOURNALISM & MEDIA STUDIES (WITH DISTINCTION) 2019-2021**
RHODES UNIVERSITY

Coursework: Critical Research Methods, Critical Media Studies, Critical Social Theory

Project Title: : The benefit a strategic communications strategy has on attendance and exposure of an internal university cricket tournament

Thesis Title: : Exploring the political economy of the broadcast and distribution of the Mzansi Super League in South Africa
- BACHELOR OF JOURNALISM (WITH DISTINCTION) 2015-2018**
RHODES UNIVERSITY

Specialization: Digital Media
Majors: Journalism & Media Studies and Politics
- NATIONAL SENIOR CERTIFICATE 2014**
DAINFERN COLLEGE

Distinctions: English Home Language, Maths Literacy, Life Orientation, Geography, History & Life Sciences
Top 5% IEB candidates in Maths Literacy

WORK EXPERIENCE

- CO-FOUNDER & HEAD OF CONTENT 2019-Present**
Forever Sports
 - Part of the founding team that launched Forever Sports, a sports media organisation that specialises in creating fan-orientated content.
 - Established and grew the brand YouTube channels to a combined subscriber basis of over 80 000 as the main presenter.
 - Present and head up content on main Forever Sports channel
 - 66 000+ subscribers.
 - 24 million lifetime views in four years.
 - Present and commentate on channel live streams including final of 2023 Rugby World Cup which had over 900k views.
 - Produce and present on location content at stadiums and events including travelling to France for 2023 Rugby World Cup
 - Assist in co-ordinating team for live coverage of events on YouTube on various channels.
 - Lead the content strategy for the company brand.
 - Work with companies strategic partners on specific brand-assisted campaigns.

LEADERSHIP

- Chairperson Old Lions Cricket Club (2021-2023, 2024 - present)
- Chairperson Dainfern College Alumni Association (2019 - present)
- Chairperson Rhodes University Student Sports Council (2020)
- Chairperson Rhodes University Cricket Club (2018-2020)
- Sub-Warden of University Residence (2017)
- Manager Rhodes University USSA Tennis Team (2017)
- Sports Representative on House Committee of University Residence (2016)
- Sports reporting tutor for Grocott's Mail (2016 – 2017)
- School Head of House (2014)

AWARDS

SCHOOL

- Arthur Dean Trophy (Premier School Trophy)
- Dainfern College Honours (Honours Blazer)
- Honours for Music
- Honours for Performing Arts
- Full Colours for Leadership
- Full Colours for Academic

UNIVERSITY

- Member of the Golden Key International
- Honour Society
- Special mention for Writing - Grocott's Mail
- Sports Journalist Awards (2015)
- Sportsman of the Year in University Residence (2015)
- •Top all-rounder achievement in University Residence (2017)

REFERENCES

Rod Amner

**MA Supervisor - Rhodes University
Journalism & Media Studies**

r.amner@ru.ac.za
+27 11 603 7123

Frans Mamabolo

Rhodes University - Sports Manager
+27 (0) 46 603 7375

CONTENT TEAM

365SCORES

2019-2022

- Part of the English marketing & content team for 365Scores, a global mobile sports application with over 40 million life-time users.
- Worked with graphic designers to create social media content.
- Co-ordinated social media schedule.
- Updated content on application to ensure best possible UX.
- Worked with different language teams to co-ordinate app content.
- Sent news push notifications to engage users and increase click through rates.
- Provided guidance and support on niche sports where there was a knowledge gap amongst different teams.
- Created content such as multimedia articles on specific campaigns.

SPORTS REPORTER

TEAMTALK MEDIA

2019-Present

- Wrote weekly match reports on English Premier League and Champions League football fixtures.
- Articles distributed to leading news websites such as Fox Sport Asia, Sport24 and SA Breaking News.
- Provided live text commentary and updates on national and international rugby and football fixtures.
- Live text-based commentary appeared on platforms such as Sport24 and supersport.com.

DIGITAL ASSISTANT

DAINFERN COLLEGE

2017 - 2018

- Ran all official social media accounts for this independent school.
- Updated and created content for website.
- Assisted with design and implementation of social media marketing.

CONTENT MANAGER

SUPERSPORT.COM

2016 - 2017

- Part time member of the content desk for supersport.com over university long vacation.
- Screened and decided what content to upload onto the website.
- Organised content on the website in terms of importance.

SUB-EDITOR

GROCOTT'S MAIL SPORT

2015-2017

- Started as a reporter and became part of the editorial team for the oldest newspaper in South Africa.
- Mentored incoming student journalists
- Wrote weekly sports news stories and features.
- Assisted in co-ordination of sports beat team.
- Co-ordinated several social media campaigns including the live streaming of annual school derby festival known as K-Day on YouTube for the first time in history.

PRODUCER & PRESENTER

RHODES MUSIC RADIO

2015-2017

- Produced and hosted weekly sports show on Rhodes Music Radio known as Touchline.
- Hosted day and weekend shows as needed and provided guidance on sports coverage of key events.