



PATRICK LAY

RUNNER & RESEARCHER (BIRMINGHAM, UK)



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I'm a 1st Class BA Hons Media Production graduate from Birmingham City University (BCU) with TV and Radio experience at BBC, Sky, ITV, Switch Radio, Bauer Media and Global.

I have freelance experience at BBC South West (News Story Producer), Team ITG (Runner - Co-op Christmas advert), Birmingham Fashion Council (Researcher) and TBI Media (Paralympics GB Homecoming on Channel 4).

Highly motivated and confident with an expanding media portfolio, I have great researching ability, strong interpersonal skills and a creative approach to all tasks ready to bring to my next opportunity.

Media Experience

TBI MEDIA | Freelance Runner | Sep 2024

- Parade Runner at The National Lottery's Paralympics GB Homecoming (Birmingham) broadcast on Channel 4
- Registered Paralympians on arrival at the Utilita Arena
- Organised athletes ready for their stage entrance

BIRMINGHAM FASHION COUNCIL | Freelance Researcher | Jul 2024 – present

- Contacted possible sponsors for Birmingham Fashion Week
- Sourced billboard companies for advertising

SWITCH RADIO – BIRMINGHAM (part time/voluntary) Radio Presenter | Aug 2023 – present

- Presenting my '90s Dance Rewind' show using voice links
- Researching track information and seg editing the tracks

Sub Editor/Reporter | Aug 2022 – Aug 2023

- Social media marketing using Tweet Deck
- Post match interviewer Sutton Coldfield Town FC website
- Stadium PA Announcer at Sutton Coldfield Town FC

TEAM ITG (Tamworth) | Freelance Runner | Oct 2023

- Photo shoot for Co-op Christmas Recipes online marketing
- Collected lunch orders and organised refreshments

BBC SOUTH WEST (Spotlight)

Freelance Researcher | Feb – Mar 2023

- Researched history and sequence of events for news story
- Sourced contributors to be interviewed for news story
- Acquired historic photos for news story context
- Scheduled interviewee filming on location in Weymouth

BBC BIRMINGHAM

Shadow Researcher | Midlands Today | Oct - Nov 2022

- Sourced and contacted interviewees for news stories
- Interviewed guests over Zoom for use on news story VTs
- Acquired archive clips for 'cut away' footage for news items

Academic History

- BA Hons Media Production - 1st class honours
- BCU Graduate Plus - Platinum Award
- BCU Graduate Success Programme - certificate
- BAFTA Albert Calculator Sustainability Training 2020 (BCU accredited) certificate
- GNVQ Business Studies (Advanced Level) - Distinction
- GCSE's (8 incl. English & Maths at grade C)

Media skills

Adobe Suite (Premiere Pro, Audition & Encoder)
 Sky inhouse packages:-
 (BSS, Ardome, SEAC, Image Manager & VODCast)
 Burli software
 Cleanfeed
 Myriad
 Rundown Creator
 Wordpress
 Canon C100 & 700D
 Sony Z-150
 Clarity software (TV studio gallery)
 TV News Story Producer, Researcher & Presenter
 Radio Presenter & Producer, Sub Editor & Reporter

YouTube channel (2015 – present day)

'PL Presents' – TV Producer/Presenter

- Research different stories and their history
- Research contacts to be interviewed
- Communicate to build rapport with interviewees
- Present to camera as a reporter/interviewer
- Film cut away footage for video overlay
- Edit videos in post-production for broadcast

SKY UK

Content Services | Jan 2021 - Aug 2022

- Re-processed back catalogue delivery of Trailers across Sky
- Uploaded correct imagery for Sky Boxset catalogue
- Processed bulk list of assets for TX for a migration project
- Checked all assets for any sound or visual defects before TX

Other media placements

POMPEY NEWS NOW (website & Twitter/X)

Blogger | Oct 2015 – present

- Match reports for Portsmouth FC (Men's & Women's)

BBC RADIO SHROPSHIRE

Shadow Journalism Co-ordinator | Sep 2023

- Operated the running order in middle studio
- Handled incoming/outgoing calls for the presenter

BBC RADIO WM

Shadow Researcher | May 2023

- Sourced interviewees for Drive Time show

BBC BIRMINGHAM (West Mids Community Sports Awards)

Camera Operator/Runner | Nov 2017 & 2018

- Videoed nominees at local sports clubs (Boxing, Hockey)
- Transported rushes to studios ready for editing and TX

FREE RADIO (Bauer Media) BIRMINGHAM

Shadow Reporter | Jul 2023

- Recorded vox pops and interviews for news stories

GLOBAL (Capital, Heart & Smooth) BIRMINGHAM

Work experience day placement | Jul 2023

- Recorded vox pops and interviews for news stories

ITV CENTRAL & ITV CYMRU WALES

Work experience day placements | Apr 2023 & May 2023

SKY UK

- 2 week scholarship | Content Services | Sep 2019

I AM BIRMINGHAM (IAB)

Journalistic blog - Birmingham architecture | May 2019

BIG CITY RADIO (BIRMINGHAM)

Researcher & Social Media Marketer | Feb -- Aug 2019

- Sourced and arranged on air guests for the 'V&Z' show

LOCAL TV: BIRMINGHAM

Sports Reporter | Nov 2018 - May 2019

- Stylised the Auto-cue report using Rundown Creator
- Edited footage ready for broadcast

BIRMINGHAM INDIAN FILM FESTIVAL (BIFF)

Social Media Marketer | Jun 2018

Mixcloud account (2017 – present day)

'PL Presents' – Radio Producer/Presenter

- Research genres and artists for music shows
- Applying knowledge and research of artists/tracks
- Seg Ed the playlist running order to be aired
- Recorded my own 'PL presents' ident
- Presented the shows from radio studios

Transferable skills

- Microsoft suite (Word, Excel & Powerpoint)
- Sage 50 & 200
- SAP
- Customer Service
- Minute taker
- Handling of sensitive data (NHS)
- Full clean UK driving licence

Experience (1994-2017) prior to career change

- Accounts (Sales & Purchase Ledger)
- Insurance (Home and Motor)
- Facilities Management
- Customer Service
- Retail

Other volunteering roles

- BCU Scratch TV (Presenter)
- BCU Scratch Radio (Presenter & Producer)
- BCU Media (Ambassador student open days)
- PoliNations Birmingham (Volunteer Guide)
- Birmingham Hospice (Store Assistant)
- Thomas Pocklington Trust (Sighted Guide)
- Marie Curie (Store Assistant)

Hobbies & Interests

- YouTube channel: researching topics of interest to present & report on
- Sports fan: keeping up to date with the latest news, media & innovation
- Fitness training: jogging and swimming
- Sightseeing and visiting new places
- Cultural events & local history

Personal References (available on request)

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EMPLOYMENT PURPOSES**