

# Peter Davies

**Date of birth:** 19/02/1965

**Nationality:** South African and British passport holder

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## Work experience

01/1990 – 02/1994

JOHANNESBURG, SOUTH AFRICA

### Journalist

#### The Star newspaper

I was a news journalist at South Africa's largest daily newspaper covering the last couple of years of apartheid. This entailed travelling daily into the townships to cover protests and unrest I also covered lots of sport while at the newspaper.

Conducted extensive research to gather relevant information, interviews and data for articles, ensuring accuracy and credibility of content.

Wrote and edited compelling news stories, features, and editorials, adhering to deadlines and editorial guidelines.

Developed and nurtured relationships with reliable sources, experts and industry professionals, resulting in exclusive interviews and insider insights.

Utilised multimedia platforms including social media, video, and podcasts, to engage with readers and expand the reach of news content.

02/1994 – 09/1996 CAPE TOWN, SOUTH AFRICA

### Editor

#### SA Sports illustrated magazine

I joined SA Sports Illustrated as editor based in Cape Town. Under my editorship the magazine enjoyed its highest ever circulation figures. The record sales issue was set for the magazine which coincided with the Springboks' first World Cup win in 1995.

Collaborated with writers, designers, advertisers and other editors to develop and refine content, ensuring a consistent brand voice and message across multiple platforms.

Conducted in-depth interviews, research and fact-checking to verify accuracy of information, enhancing credibility and reliability of published materials.

Implemented editorial guidelines and standards to streamline the editing process,

Revised and proofread written content for accuracy, grammar, and style, resulting in an increase in overall writing quality.

## Work experience

09/1996 – 12/2011 RANDBURG, SOUTH AFRICA

### Anchor /Presenter

#### SuperSport

I worked as an anchor for Supersport, Africa's premier multi-sport Pay-TV channel between 1996 and 2011, and during this time anchored three cricket World Cups, two soccer World Cups, fronted test cricket for the channel and hosted hundreds of English Premier League matches.

Hosted and presented daily sports news programmes, delivering accurate and engaging content to a diverse audience.

Conducted extensive research and prepared compelling scripts for sports news segments, ensuring a smooth and seamless on-air presentation. Collaborated with producers, directors, and a team of journalists to develop story ideas and create captivating visual elements for broadcasts.

Interviewed key figures such as athletes, owners, and experts, showcasing strong interpersonal skills and the ability to ask thought-provoking questions.

10/2007 – 10/2009

BRISTOL, CONNECTICUT, UNITED STATES

### Sportscenter Anchor

#### ESPN

I joined ESPN International in November 2007, based in Bristol, Connecticut, USA to anchor the Atlantic edition of Sportscenter, which was tailored to the Caribbean and African market. During my time with the 'worldwide leader in sports' I covered the Olympic Games in Beijing where I was the first journalist to clinch a one-on-one interview with Jamaican sprinter Usain Bolt.

I also traveled extensively across the United States and the Caribbean to conduct numerous Sportscenter Conversations. In Antigua, I sat down for in-depth chats with cricket legends Sir Viv Richards, Sir Garry Sobers, Michael Holding and Curtly Ambrose on the same day.

Our series for ESPN on the build-up to the 2010 World Cup in South Africa was a finalist at the New York TV awards.

Anchored and delivered live sports news and

## Work experience

analysis to an international audience, engaging viewers with comprehensive coverage.

Conducted in-depth interviews with athletes, coaches, and sports industry experts, providing unique insights and perspectives.

Researched, wrote, and produced sports features and segments, showcasing storytelling skills and delivering high-quality content.

Collaborated seamlessly with the production team, directors, and fellow anchors to ensure smooth broadcast operations, maintaining a professional demeanour and delivering top-notch performance on live shows.

01/2012 – 03/2018 RANDBURG, SOUTH AFRICA

### **Head of Blitz content**

#### **SuperSport**

In 2012 I moved from in front of the camera to become head of content at Supersport's news channel Supersport Blitz.

This entailed developing a compelling, continuous sports news bulletin which ran around the clock, and reflected the latest news, reviews, previews, results and fixtures.

It also entailed hiring journalists and mentoring them so that they could quickly become part of a fast moving, pressurised, deadline driven environment. Spearheaded the development and implementation of a highly successful content strategy for Blitz. Managed and mentored a team of content creators, journalists, editors and producers to produce impactful content, ensuring brand consistency and amplifying the company's online presence.

Collaborated with cross-functional teams across the company to ideate and execute innovative content campaigns, resulting in high growth in social media followers and major increase in website traffic.

04/2018 – 12/2023 RANDBURG, SOUTH AFRICA

### **Content consultant**

#### **SuperSport**

I was hired as a freelance content consultant by SuperSport to take a close look at all of their content and offer feedback and suggestions as to how the product may be improved across the board. Developed and executed strategic content plans for diverse clients. Collaborated with cross-functional teams across the company to create and optimize engaging content across multiple channels, including terrestrial TV, social media, blogs, and email marketing.

Conducted comprehensive content audits to identify gaps and opportunities, providing recommendations for long term content solutions.

01/1992 – PRESENT

### **Author and travel writer**

#### **Freelance**

I am an accomplished travel writer, having journeyed

## Work experience

to some 95 countries in the course of my journalism and's TV presenting career. I have written for a variety of travel magazines both in South Africa and globally. I have written two sports/travel books "Chasing the Game" and "Planes, Trains and Stadium Meals" which were both big sellers. The former was nominated for Publisher's Choice in the year of its release. For the past 28 years, I have also written a monthly rugby column for Japan Rugby magazine. Skills learned over the years include how to craft compelling narratives and captivating storylines to engage readers, resulting in increased book sales and positive feedback from audiences.

Conducted extensive research on diverse topics and cultures, ensuring accurate and authentic portrayal in travel articles.

Collaborated with publishers, editors, and photographers to produce visually appealing travel articles.

Promoted travel destinations through effective marketing strategies, including social media campaigns, book signings, and guest appearances, resulting in heightened brand visibility and increased book sales.

## Education

01/1985 – 12/1988

JOHANNESBURG, SOUTH AFRICA

### **English and psychology | Bachelor of Arts**

**University of the Witwatersrand**

## Skills

Editing	Professional
Producing	Professional
Presenting	Professional
Communication skills	Professional
Time management	Professional
Collaboration	Professional
Attention to detail	Professional
	Professional
	Professional

Professional

Professional