



JULIAN ROBERTS

Creative Producer and Writer

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✉ julianmaxwellroberts@gmail.com

[in](#) [Profile Link](#)

📍 N16, London

EDUCATION

University College London
Linguistics 2:1 BA (Hons)
2014 - 2017

Hills Road Sixth Form College
English Language – A, French –
A, Italian – A, Philosophy – B
2012 - 2014

SKILLS

Copywriting

Creative Ideation

Content Strategy

Film Production

Storytelling

LANGUAGES

English (native)

Italian (fluent)

ABOUT ME

My clients include the Premier League, EA Sports, Guinness, adidas, and Dr. Martens, where I've shaped campaign messaging and crafted storytelling from concept to execution.

I've also made award-winning films for the BBC, Universal Music, Zalando, and many more, creating content as far afield as Greenland and New York.

And on top of that I've started my own football magazine, podcast, and award-nominated production company.

PERSONAL PROJECTS

○ Drumkit Productions

Co-founder and producer at Drumkit, a production company making award-winning bespoke narrative short films, documentaries, and music videos.

Our debut short film 'Fionamonium' won the Best Newcomer Award at Bolton Film Festival. In 2023, we won funding from BBC Earth to make a film in Northern Greenland in partnership with Copa90.

○ STILES Magazine

Founder and editor of STILES Magazine, a football culture magazine that documents a love of the game from both sides of the turnstiles through original photography, writing, and design.

After two launch events and placing with a distributor and stockists across the world, the first two issues sold out worldwide from Texas to Tokyo.

○ Under The Abbey Stand

Founder, editor and producer of Under The Abbey Stand, an independent fans' podcast and website following Cambridge United.

Featuring twice weekly episodes and a daily website, we were nominated for a Football Supporters Association award for 'Best Club Podcast' in both 2022 and 2023.

● Wonderkid Films

Assistant to director Rhys Chapman on post-production and promotion of short film 'Wonderkid', a fictional story about a gay Premier League footballer.

Worked on treatments, scripts, character bios, funding opportunities and synopses for upcoming feature film.

REFERENCES

Dan Parker

Editor-in-Chief @ Copa90

Email : daniel.parker@copa90.com

Joe Gallagher

Head of Creative Content @Two Circles

Email : joe.gallagher@twocircles.com

SELECTED BYLINES

The Guardian

[As the climate crisis threatens life on Greenland, football gives some hope](#)

nss Magazine

[Preds and Becks: the leather and the legend](#)

FA Cup Final Matchday Programme

[Tony Adams: the sobering story of an Arsenal legend and mental health ambassador](#)

When Saturday Comes

[Support Group](#) (2018 writing competition runner-up)

These Football Times

[A trip to B93: the Copenhagen club restoring our faith in football](#)

WORK EXPERIENCE

○ September 2023 - March 2025
Two Circles

Creative Content Lead

Led a creative team in the ideation of campaign concepts and messaging for clients including the Premier League, EA Sports, Wimbledon and more, overseeing projects from idea to delivery.

Responsible for pitching, scriptwriting, brand management and liaising with clients, production companies and freelance creatives.

○ January 2023 - August 2023
Freelance

Creative Producer

Freelance creative producer for commercial projects, winning work with the BBC, Universal Music, Zalando, EA Sports, and more.

Led on crafting treatments and pitch decks for new work alongside directors, managing shoot teams from pre to post production, and developing client and brand relationships.

○ September 2021 - March 2023
Dr. Martens

Global Copywriter - Freelance

Crafted tone of voice, developed brand personality and helped deliver top class writing for an iconic British brand across email, social, digital and retail, including partnerships and collaborations.

○ June 2022 - December 2022
TNT Sports

Production Coordinator - Freelance

Looking after production of all channel promo material across digital and social touchpoints. Organised all shoots and media output, and responsible for budgets and financial tracking.

○ January 2021 - August 2021
The Royal Foundation

Digital Editor

Managed all digital output for Heads Up - a charitable campaign changing the conversation on mental health through football. Owned relationships with agencies and creatives and ran budgets and content calendars.

○ November 2018 - January 2020
We Are Social

Writer

Delivered best-in-class editorial and creative work across multiple digital touch points for the first ever London Series MLB games, Guinness Time, Guinness Six Nations, adidas, Pepsi and more.