

James Bayley

Address: Flat 49, Oakfield Court, Haslemere Road, London, N8 9QY

Email: james.bayley1@outlook.com **Mobile:** 07412 248 353

Portfolios

<https://jamesbayley.journoportfolio.com> • **Attaboy! Issue 1 (InDesign portfolio, available upon request)**

Summary

Ambitious and creative Journalist MA graduate with a proven background in creating informative and engaging content for a variety of media outlets, including Harpers Wine & Spirit, MailOnline, Daily Mirror and Daily Express. I was sponsored by British newspaper publisher Reach PLC to complete my master's in journalism to complement my employment as a reporter. Founder of [Attaboy!](#) Magazine – a publication created to challenge the notion of masculinity and provide relatable and enjoyable content for readers. Able to research and write informative and engaging content, meet deadlines, and present in front of camera. Seeking a challenging and rewarding position with a dynamic and reputable publisher.

Key Skills

- Proficient in Microsoft Office Suite and all social media platforms
- TV and online presenting experience
- Keen eye for detail
- Confident in meeting strict deadlines and managing a high workload
- Excellent communication skills (written and verbal)
- Knowledge of media production software, such as InDesign and Photoshop
- Sound judgement and critical thinking
- Team player

Professional Experience

Senior Reporter

Harpers Wine & Spirit • February 2022 – Present

I manage the Harpers' website and social media channels, contributing multiple stories daily. I also frequently travel abroad to observe and analyse winemaking techniques for in-depth features for the monthly Harpers magazine. Furthermore, my role requires me to review and critique restaurants and bars in the UK.

Reporter

Freelance writer • September 2021 – February 2022

Wrote news articles to tight deadlines for MailOnline, Mirror and Daily Express where I worked day and night shifts, breaking major news stories in a short space of time with minimal fuss. I also worked on my personal site Attaboy during this time.

Reporter

Reach PLC • September 2019 – September 2021

Wrote and developed news stories in print and digital format for the Daily Mirror, Daily Express and MyLondon. Juggled multiple tasks simultaneously to ensure strict deadlines were met and high-quality work was produced.

- Wrote, edited, proofread, and published a minimum of five stories a day
- Generated upwards of 1 million page views per month
- Attended events, crime scenes and press conferences as a representative of Reach
- Conducted interviews and researched sources to create accurate, informative and exclusive news stories

Founder

Attaboy! Magazine • May 2020 – Present

To address a gap in the men's magazine market, I founded Attaboy!, with the purpose being to confront masculinity as a social construct through the exploration of race, gender and queer identities in society. As a result, you will not find adverts for Rolex watches or sultry photoshoots that objectify women. Instead, you will read content that empowers men to be nurturing, caring and compassionate.

- Utilising InDesign to create the website and print edition
- Writing, editing, proofreading and subbing text
- Researching ideas for unique future stories that would pique readers' interests

Account Manager

Reach PLC • February 2019 – September 2019

Managed a range of key client accounts, predominantly within the travel sector, within a fast-paced digital sales team.

- Pitched for content solutions in video, digital and print every week
- Developed and maintained positive business relationships with clients
- Acted as the main point of contact for any account-specific matters and led external meetings at a senior level

Account Executive

Reach PLC • January 2017 – February 2019

Responsible for the day-to-day running of online and in-print co-branded campaigns across four national titles and 100 regional titles.

- Collaborated with key partners to understand their views and goals
- Ensured brand presence and identity were maintained across campaigns
- Built and developed positive, healthy relationships with partners and colleagues to ensure the smooth running of operations

Teacher

TEFL, Italy • August 2016 – November 2016

- Prepared and delivered engaging group and 1:1 lessons for pupils at a range of levels and ages
- Evaluated student progress, tailored lessons accordingly and provided advice and guidance for improvements
- Provided additional tutoring to students requiring extra learning support

Demonstrator/Sales Advisor

Harrods, Toy Kingdom • October 2015 – August 2016

- Balanced selling and demonstrating within a high-pressured environment
- Ensured exciting and engaging product demonstrations
- Assisted customers with product queries

Volunteer Creative Writing Mentor

Ministry of Stories • March 2016 – Present

Mentoring children in the Hoxton catchment area for the Ministry of Stories, founded by World-famous author Nick Hornby

- Encouraging children with their creative writing skills and providing advice and inspiration to those looking to develop their capabilities
- Building trusting relationships with mentees
- Assisting when required in the shop, selling products inspired by stories written by the children

Education

Master's degree, Journalism - Distinction

Goldsmiths College, University of London

Bachelor of Drama and Theatre Arts – 2.1

Goldsmiths College, University of London (Graduated July 2015)

A-Levels - English Literature (A), Drama (B), Philosophy and Ethics (B)

Beauchamp College Leicester • 2012

AS Level - History (C)

Beauchamp College Leicester • 2011

GCSEs 11 Grades A-C

Beauchamp College Leicester • 2010

The Football Association

Introduction to Coaching Football | Introduction to Coaching Football

WSET

Level 2 in Wine 2022