

James Bayley

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Summary:

I am a London-based editor and journalist, recently named the 2025 Alan Lodge Young International Drinks Writer of the Year. At *the drinks business* I have grown page views by 50% in six months and lifted subscriber rates by 25% through innovative social media initiatives. I am also the founder of *Attaboy!* magazine, launched in 2020 to explore masculinity, fashion and design through a fresh cultural lens.

My experience spans national and international contexts, from newsroom reporting at *The Mirror* and *MyLondon* to drinks and hospitality features at *Harpers* and *the drinks business*, alongside freelance work for national titles. I was sponsored by Reach PLC, the UK's largest publisher, to complete a master's in journalism, and I bring that grounding in rigorous reporting to every story I tell.

I am now looking to join a reputable publisher that is moving with the times, where I can combine creative editorial leadership with a commitment to thoughtful, voice-driven journalism that connects with readers.

Professional Experience:

News and Website Editor

the drinks business | Dec 2024 to Present

- Oversee all digital content, including daily news and long-form features
- Run daily newsletter, weekly LinkedIn brief and manage social media
- Launched *db Dispatch* on LinkedIn, now the most followed newsletter of its kind in the industry
- Increased page views by 50% in the first six months and boosted subscriber rates by 25% through fresh digital initiatives
- Edit and shape multiple articles each day to ensure clarity and consistency
- Use SEO tools to guide headlines and story angles without compromising voice
- Cover a range of stories from major industry news to niche developments

- Named the 2025 Alan Lodge Young International Drinks Writer of the Year, with judges praising distinctive style, flair and assured handling of complex topics

Senior Reporter

Harpers Wine & Spirit | February 2022 – November 2024

- Managed *Harpers'* website and social media channels, contributing multiple stories daily
- Conducted in-depth analysis of winemaking techniques through international travel for feature articles
- Reviewed and critiqued restaurants and bars in London for publication

Freelance Reporter

MailOnline, Daily Mirror, Daily Express | September 2021 – February 2022

- Wrote news articles to tight deadlines for major online and print publications
- Covered day and night shifts, breaking major news stories efficiently
- Managed personal site, *Attaboy!*, concurrently

Reporter

Reach PLC/ MyLondon | September 2019 – September 2021

- Developed news stories in print and digital formats, chiefly for *MyLondon*
- Wrote, edited and published a minimum of five stories daily, generating significant online traffic
- Conducted interviews, attended events and researched sources for exclusive news stories

Founder & Editor

Attaboy! | May 2020 – Present

- Founded *Attaboy!* magazine to challenge societal constructs of masculinity
- Utilised InDesign to create website and print editions
- Curated and edited content to empower readers to redefine masculinity

Contributing Writer

FootballFanCast | September 2015 - January 2016

- Authored more than 100 football articles, with a primary emphasis on the Premier League alongside coverage of the EFL, La Liga, Serie A and Ligue 1

- Wrote long-form features, in-depth match reports and comprehensive transfer roundups
 - Content consistently attracted a substantial audience, provoking debate and sparking excitement across various social media platforms
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Education:

Master's Degree, Journalism – Distinction

Goldsmiths College, University of London

Bachelor of Drama and Theatre Arts – 2.1

Goldsmiths College, University of London

Licenses & Certifications:

Alan Lodge Young International Drinks Writer of the Year

Awarded August 2025

Feedback from the judges:

“James has a distinctive writing style and his pieces were timely, tackling hard subject matter in an assured way. His articles showcase what really good drinks journalism is. I felt in safe hands reading his stories: I trusted his sources and take on things. He does his subject matter justice while weaving his personality into his pieces.”

“James writes with real flair, tackling difficult topics in an engaging way. He successfully walks the tightrope of writing appropriately for his audience while injecting his personality into his stories. He showed so much range across the three articles he submitted, and gave us solid journalism. When it comes to drinks writing, James is the whole package.”

“James is a confident and skilled writer who isn’t scared of tackling topics many in the drinks industry would shy away from, from addressing labour standards in Champagne to why raising taxes won’t solve the UK’s drinking problem. His writing is clean, well-researched and engaging, and his articles are insightful and informative, bringing important issues to light.”

The Presenter Studio

Completed intensive TV and online presenter training with guidance from ITV producers, June 2024

Level 2 Award in Wines

Issued by Wine & Spirit Education Trust, Mar 2022

Volunteer Experience:

Creative Writing Mentor

Ministry of Stories | March 2016 – Present

- Mentored children in creative writing skills, fostering creativity and inspiration.

References:

Available upon request.