

JAMES BAINBRIDGE: copywriter and content specialist

Curriculum Vitae

Email	jamesbains.travel@gmail.com
Phone/WhatsApp	07979 835 332
LinkedIn	linkedin.com/in/james-bainbridge-writer
Website	jamesb.journoportfolio.com
Date of birth	23 July 1976
Citizenship	British

PROFESSIONAL EXPERIENCE

Deputy Head of Content at Ten Lifestyle Group

September 2020 to October 2025

I managed a range of content projects for the leading travel and lifestyle concierge service, aiming to convert high-net-worth individuals. I worked remotely from Herefordshire for Ten's London office, having transferred home to the UK from the Cape Town office in 2022.

Key achievements

- Created a print and digital travel magazine that doubled quarterly revenue YOY to £500,000.
- Launched quarterly travel magazine, *EXPLORE*, which features in email newsletters to more than 100,000 people on behalf of clients including NatWest and St. James's Place.
- Played a senior role in launching and growing the Content x Ten agency, which makes up to £1 million annually from clients including Diners Club International and Santander.
- Edited two lifestyle magazines for private bank Arbuthnot Latham, liaising regularly with the client from ideation onwards.
- Planned, conceptualised and delivered an ongoing global schedule of SEO-optimised articles for clients such as Mastercard and Barclays, aiming to hit 6,000 monthly organic page views per site within a year.
- Relaunched Ten's travel guides and managed the creation of 50 standardised guides to members' most requested destinations, many earning revenue from tourist boards and destination marketing agencies.
- Managed the update of eight UK staycation guides and devised a plan to roll them out across Ten's email newsletters, aiming to triple member request revenue YOY to £5,000 per month.
- Directed a video about Ten's partner hotels in Cape Town, starring three travel specialists from the South African office.

Regular tasks

Content:

- Edited *EXPLORE*, managing every issue from conceptualisation to delivery.
- Worked with graphic designers and picture editor to introduce a modular magazine layout that enabled us to semi-automatically design issues using data merge.

- Worked with translation principal and designers on a production plan to translate the magazines using Microsoft Azure and QA.
- Wrote and edited content for magazines, guides and websites to promote Ten's dining, travel, entertainment, events and retail offerings.

Communication:

- Developed and executed internal and external comms plans to ensure my guides were leveraged both in Ten newsletters and by customer service teams.
- Ran annual editorial training programmes and participated in monthly Quality Dashboard assessment sessions.
- Launched quarterly Proposition Pulse sessions to improve the content team's understanding of the commercial teams' objectives; subsequently expanded them from EMEA to the Americas.
- Liaised with stakeholders at all levels in the content team and across the business, attending daily production standups, showcasing content in company forums, contributing to major pitches and moderating online member events.

Marketing:

- Copywrote monthly CRM emails to Mastercard Sweden and Norwegian bank DNB, and curated regional content for their websites.
- Created marketing collateral, including Ten-branded newspaper articles, LinkedIn posts and brochures for the content and events agencies.

Digital:

- Worked with Semrush, Ahrefs, Jira, Adobe InCopy, PowerPoint, Excel, Tableau, Braze, ChatGPT, Gamma etc, and I became Ten's go-to expert on the Flipsnack digital flipbook.
- Collaborated with the video and social media teams, brainstorming ideas, writing scripts and aligning content with their calendar.

Editor and writer at Lonely Planet

2005 to 2020

I wrote, project managed and subbed guidebooks and coffee table books for the travel publisher, going through several relaunches of the popular guides and the move to a digital-first CMS model.

- Researched and updated chapters of more than 30 guides published by Lonely Planet, Rough Guides and others, covering destinations from West Africa to Central India.
- Coordinated several editions of Lonely Planet's *South Africa*, *Lesotho & Swaziland*, *Turkey* and *Morocco* guides.
- The latter managing role entailed overseeing the project, liaising with editorial and production staff, making style and content decisions, managing a team of writers and checking their work.
- Solo book projects included the first edition of Lonely Planet's *Discover Turkey* and updates of Time Out and Berlitz' guides to Cape Town.
- Pitched and wrote features for inspirational Lonely Planet titles, such as *A Year of Festivals*, *Sustainable Escapes* and several editions of the annual *Best in Travel*.
- Represented Lonely Planet in media outlets ranging from the *New York Times* to a France 2 documentary on guidebook writers, filmed in South Africa.
- Hosted Lonely Planet's *Best in China*, shown on Discovery Southeast Asia.
- From 2017, moved into copyediting, proofreading and ebook production.

Writing tutor*2017 to 2020*

I marketed and ran workshops on travel writing, feature writing and selling stories, both online and at venues including the University of Cape Town and South Africa's National Arts Festival.

Freelance writer*2005 to 2020*

I progressed from travel writing and feature writing to copywriting and content development.

- Supplied brochure and web copy for property developments, as well as editorial content to marketing/branding projects for clients including Visa, KLM, MSN and Travelstart.co.za.
- Supplied content analyses and updates for website relaunches, working in WordPress and collaborating with digital designers.
- My articles and blogs on travel, culture and art collecting appeared in newspapers such as the *Guardian*, *Times* and *Independent*; magazines including *Condé Nast Traveller* and *Lonely Planet Traveller*; and BBC Travel, Lonely Planet, MSN and SafariBookings sites.

Magazine journalist*2000 to 2005*

I developed from a media business journalist to a consumer feature writer.

- Began my career at *Media Week* in London, a trade weekly covering the UK advertising industry, where I rose from Staff Writer to Features Writer to Deputy Features Editor.
- From 2002, freelanced for business and consumer magazines, including several Australian titles during a two-year stint in Sydney.
- Worked part-time as Features Editor on Reed Business Information's magazines covering the Australian media and marketing sectors, *B&T* and *Professional Marketing*.
- Edited the alternative women's magazine *Yen* on a short-term, six-month basis.
- Contributed features, reviews and celebrity interviews to Australian music titles, including MTV and Ministry of Sound magazines.

EDUCATION**Copywriting for Freelance Journalists, Journalism.co.uk***August 2020*

I took this online day course run by veteran copywriter and marketing author Jackie Barry.

Livingstone Tourism Academy, Cape Town*April 2015*

I completed this course and became a certified Cape Town tour guide, subsequently planning and leading cultural tours.

PMA Postgraduate Journalism Course, London

January to April 2000

Vocational magazine journalism course. I spent two weeks on work placement at *Press Gazette*, the industry weekly for journalists.

University of Glasgow

1994 to 1998

MA in English Literature and Art History – 2.1.

Spent third year on exchange at the University of British Columbia, Vancouver, where I covered film and music for campus papers and volunteered at the university's art gallery.

Shrewsbury School, UK

1989 to 1994

Obtained three A Levels – English Literature (B), Art History (B) and Ancient History (C) – and nine GCSEs (four As, two Bs and three Cs). Edited the school magazine for a year.