

ANAY MRIDUL

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Food and drink journalist, ex-barista. Excellent under pressure, great with people. Coffee and food science geek. Expat.

My skills include longform and narrative writing, recipe development and testing, subbing, proofreading and commissioning copy, social media engagement, SEO, and audience building. I'm known for producing innovative and unique content to drive engagement and increase clickthroughs.

WORK EXPERIENCE

Managing Editor, The Vegan Review (July 2020-present)

- Promoted from freelancer to managing editor in 2 months at a leading online vegan magazine
- Managing all editorial content, admin and CMS, and editing stories by an international team of 25+ writers, growing from 15,000 monthly page views to 400,000 in 9 months
- Writing and shooting in-depth product reviews, and ideated weeks-long 'Ultimate Showdown' tests of products like [alt-milks](#) and [peanut butter](#), garnering over 60,000 clicks and growing readership
- Developing triple-tested vegan recipes, and writing up to four daily news stories, features about vegan cooking and food science, and exclusive investigative stories under tight deadlines
- Building PR relationships and bringing in strategic partnerships with brands like Good Hemp, Plant Based World Expo and Meatless Farm

Freelance Work (2020)

- Commissioned by [New Food Magazine](#) for an investigative feature about alcosynth and low-ABV
- Commissioned by [Observer magazine](#) for a feature about the Moon Gallery

Politics Intern, Daily Mirror (January 2020)

- Shadowed and subbed a front-page Auschwitz survivor profile, and researched political stories

Editorial Intern, Caffeine Magazine (November-December 2019)

- Developed a coffee cocktail recipe, wrote shorts and helped photograph items for the print issue
- Organised an industry-wide tasting involving 50 coffees and 30+ taste testers

Editor-in-chief, Carrot Magazine (2018-2020)

- Managed 15+ sub-editors and reporters for City, University of London's student magazine, created food and drink recipes, and grew Instagram following by 500% via audience-building strategies

Editorial Intern, CNBC-TV18 (August-September 2019)

- Wrote longform features about food for CNBC's Indian digital site, and exclusive stories about Indian restaurants' battle with food aggregators by developing PR contacts with brands like Zomato

Barista, Ozone Coffee Roasters, London (January-October 2020)

- Worked flexible shifts as a barista and bartender, creating recipes, and building hospitality contacts

Barista, Starbucks Reserve, London (2017-2019)

- Hosted coffee and food tastings for industry clients including retail buyers, critics and reviewers

EDUCATION

First Class Degree in BA (Hons), Journalism at City, University of London (2017-2020)

- Coursework included feature writing, investigative reporting, SEO and SMO, content curation for digital and print platforms, and broadcast journalism
- Came in second in my year for a longform final project where I travelled to Sri Lanka to investigate into its coffee industry, and created a print and digital magazine about culture and innovation
- Wrote a profile of [James Hoffmann](#), an investigative story about [climate change and coffee](#), a feature about texting anxiety, and produced a [video package](#) about the latte levy

High First (88.5%) at Delhi Public School, Jodhpur, India

- Head Boy and founding editor-in-chief of the school newspaper, DPS Bulletin, where I managed 15 reporters, writing, commissioning and editing articles and designing the entire print layout