

Michael Charles Rundle

Curriculum Vitae

EXPERIENCE

EU3 Editor-in-chief, Asylum, AOL (June 2009 -- Present)

As editor-in-chief for Asylum, Europe's number two online men's magazine with a monthly reach of more than one million unique readers, I have recruited, trained and managed a team of 15 editors and writers over three countries and taken ultimate responsibility for all content, development, outreach and promotion for those sites.

While overseeing the production of up to 450 articles, galleries and blog posts per month, including best-in-class written, visual and video content, I also led our outreach efforts on social media, developed our SEO strategy and secured multiple traffic-share deals with our largest competitors in the market, leading to a 165 percent year-on-year growth in unique visitors (November 2009, SiteCatalyst).

In addition to these core duties I have also acted as a consultant on ad sales and client relations, worked with the wider AOL team to position Asylum among the company's other online properties, and have taken a lead in innovating new content relationships with Asylum's Japanese, Italian, Indian, Australian and American editions.

UK Editor, Asylum, AOL (May 2008 – June 2009)

As editor of Asylum.co.uk I was in charge of the management of all daily news and features content and the day-to-day direction of the site's online social promotion strategy. This involved putting together a rolling long-term content plan, as well as turning around topical news and breaking stories in a matter of minutes. In this role I honed my online production skills, including use of video, images and CMS platforms, and also learned how to tailor appealing content for a web-savvy audience.

US Assistant Editor, Asylum, AOL (Jan 2008 – April 2008)

As one of two assistant editors working on Asylum's US edition my duties included writing and producing content, copy-editing and social media promotion.

Reporter, Metro International (New York) (Jan 2007 – Jan 2008)

As a daily news reporter working from Metro International's Manhattan office I produced breaking news for a local and international readership of more than half a million New Yorkers and, on occasion, the millions more reading Metro's 70+ international city editions. Writing on transportation as a regular beat I also covered local politics, the arts and the 2008 American presidential election. This role also included professional photography and web development work.

Intern, BBC News Interactive (Summer 2005)

Worked across foreign and domestic news desks. Produced content for the web, television and mobile services.

KEY SKILLS

Content – Experience producing content for a range of audiences to the highest professional standard

Management -- Experience recruiting, training and managing a team of editors and writers across five countries.

Social media and distribution -- Expert in both traditional and emerging promotion channels for online and print content.

Technical expertise – Expert in all relevant production tools, including Photoshop, Illustrator and Final Cut Pro, proficient in all useful technical languages, from CSS to standards-compliant HTML, and experienced in search engine optimisation techniques.

BASIC DETAILS

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EDUCATION

MA Newspaper Journalism
NYU (Arthur L. Carter Institute)
New York City, USA

August 2006 – December 2007

BA (Hons) History
Trinity College, Cambridge, UK

September 2003 – July 2006