

MICHAEL RUNDLE

JOURNALISM AND DIGITAL MARKETING

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CURRENT

ASSISTANT EDITOR | Huffington Post UK June 2011 – present

Prior to The Huffington Post's UK launch, and as part of an initial editorial team of five, I worked on several key aspects of one of the UK's highest-profile website launches of 2011 from editorial to outreach and promotion.

After launch I focused on writing, editing and producing multi-media news and politics content. That includes everything from taking overall control of the front page during breaking news shifts, sub-editing, writing long form reported features, interviewing major political and entertainment figures and working with images and video for multimedia packages. This is a complex and varied role, and it requires careful balance, organisation and skill to be successful.

The Huffington Post is founded in ground-breaking social and SEO outreach, and those elements of my work have also been important. I have produced some of the UK site's most virally successful content, and have taken pleasure in seeing the site double its audience in the first six months since launch.

PREVIOUS EXPERIENCE

EDITOR | Asylum / AOL UK May 2008 – May 2011

As Editor of the men's lifestyle website Asylum.co.uk (later Asylum global) I directed all content and outreach for a title with 1m monthly unique visitors.

I recruited and managed a large editorial staff in four continents, took ultimate responsibility for the site's performance and developed deep relationships with PR agencies, advertising clients and a wide pool of freelance writers.

Asylum was a dramatic success. In my time as editor our audience more than tripled. Under my leadership Asylum received more traffic than competitors including GQ, FHM, Esquire and Shortlist. I also acted in the role of Editorial Consultant on the prospective UK launch of Engadget.com, and led editorial development of AOL's content management systems.

As the public face of the site I also underwent media training, and I am a confident performer on camera and on radio.

ASSOCIATE EDITOR | Asylum / AOL USA Jan 2008 – April 2008

Writing and producing content, sub-editing and multi-media production and social media promotion. By April 2008 Asylum was the USA's largest men's site.

REPORTER | Metro International Jan 2007 – Jan 2008

Daily reporter breaking news on topics ranging from local government and culture, social issues and the 2008 U.S. election.

INTERN | BBC News Interactive June 2005 – Aug 2005

Worked across foreign and domestic news desks, producing web news content.

EDUCATION

MA NEWSPAPER JOURNALISM
New York University, USA | Dec 2007

Technical training, interview skills, on camera training, law, video production. 3.9 GPA (equivalent to First Class degree).

BA (HONS) HISTORY
University of Cambridge, UK | July 2006

Medieval, enlightenment and modern American studies (2:1).

TECHNICAL SKILLS

Adobe CS | Photoshop, Illustrator, Dreamweaver, InDesign

Video | Final Cut Pro

CMS Production | Wordpress, Blogsmith,

Moveable Type, PHP, CSS, HTML

SEO and Social Media | Trained analyst, 10 Years Experience In Social Media Promotion

Photography | Traditional and digital

Illustration And Graphics | Trained Artist

RECOGNITION

AOL innovation award | 2010

Academic Scholarship, NYU | 2007

Multi-Media Award, National Lesbian and Gay

Journalists Association (USA) | 2006

Cine-Cam Screenplay Prize | 2005

AFFILIATIONS

British Society of Magazine Editors
BBC College of Journalism/News:Rewired
Trinity in the Arts and Media Association

OTHER INTERESTS

Technology, Illustration, Typography, Japanese Pop Culture, London And Its History, American Sports, Vintage Video Games