

Michael Charles Rundle

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SUMMARY

- Six years experience in digital journalism, including two years working as a reporter and editor in New York City.
- Led Asylum UK from launch to a top-three position in the fierce online men's market, with 600,000 monthly unique visitors.
- Recruited, trained and managed a large team of editors, freelancers and bloggers across four countries and oversaw production on 400+ pieces of digital content per month in English, French and German.
- Has a proven track record for innovation in digital media, including founding one of the UK's first successful music podcasts in 2004.
- Experienced writer and reporter in print and online. Has written on topics ranging from culture and fashion to hard news and politics.
- Working illustrator and visual artist with a trained eye for design.
- Graduate of NYU's MA journalism program and Trinity College, Cambridge.

EXPERIENCE

EU EDITOR-IN-CHIEF, Asylum, AOL (June 2009 -- present)

As the channel manager and editor-in-chief for Asylum, AOL's online magazine tailored to modern men, I have recruited and managed a team of 15 editors and writers in four countries, and taken ultimate responsibility for the content and performance of our sites in France (fr.asylum.com), Germany (de.asylum.com) and the UK (asylum.co.uk), which collectively have more than 750,000 unique visitors per month.

In this role I have overseen the production of around 100 weekly articles, galleries, videos and blog posts in three languages, run our editorial team and hired new talent, managed our budget and taken a leading role in developing our long-term content plans.

I have also acted as a consultant for our advertising team and worked closely with public relations to secure major national newspaper coverage for our content.

This challenging role has demanded a watertight understanding of branding and the hugely competitive online magazine market, a flair for originality in writing and design, a deep knowledge of web trends and multi-media reporting, efficient organisation and management skills and, above all, a keen eye for detail.

Promoting Asylum via emerging social media has also been a critical aspect of my role. By uniting my enthusiasm for social networking with a skeptical and analytical approach I have developed a market-leading strategy for our sites. This has involved a combination of design and layout changes, refinements to our editorial process and improvements to our reporting methods, all of which have made tangible benefits to our bottom line (meaning audience figures and revenue). I have also forged a new SEO strategy for Asylum, and secured multiple major traffic-share deals with our largest competitors including AskMen.com and Adult Swim.

Together these innovations have resulted in a 150 percent increase in Asylum's audience since our launch in June 2008. We now have more than 750,000 unique monthly visitors across Europe (Dec 2009, Comscore). Most of this growth has come from outside sources like Digg, Stumbleupon and organic search. I was responsible for reporting on these core metrics on a weekly basis, and presenting those results each fortnight to the executive team based in AOL's New York headquarters.

BASIC DETAILS

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EDUCATION

MA Newspaper Journalism
NYU (Arthur L. Carter Institute)
New York City, USA
(Aug 2006 – Dec 2007)

Legal and journalistic training, including work with web and video.

BA (Hons) History
Trinity College, Cambridge, UK
(Sept 2003 – July 2006)

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

EXPERIENCE (CONT.)

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. This involved putting together a rolling long-term content plan, as well as turning around breaking stories on deadline. In this role I honed my online production skills and worked to get the best out of video, images and AOL's proprietary CMS. My role also involved taking charge of the day-to-day direction of Asylum UK's online social promotion strategy.

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, sub-editing and developing innovative promotion techniques.

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 readership of more than 500,000 New Yorkers, and millions more reading Metro city editions in the U.S., Europe, South America and Asia. While focused on transportation as a regular beat I also covered topics ranging from local culture, social issues, the United Nations and the 2008 U.S. election. I also developed and built an improved prototype website for the newspaper, and presented it to the senior editorial team.

INTERN, BBC News Interactive (Summer 2005)

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

OTHER EXPERIENCE (ONGOING)

- Experienced freelance writer with work published in titles including Spinner Music, The Brooklyn Rail, BBC News, TCS and Bullpen magazine.
- Founder of the Cambridge Independent Music show (2004-6), the UK's first internationally successful music podcast (as covered by the BBC and USA Today).
- Ten years of freelance website development experience across multiple platforms.
- Working illustrator and visual artist
- Active networker. Member of the British Society of Magazine Editors and Trinity in the Arts and Media Association, among others.

KEY SKILLS

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

Management -- Experience recruiting, training and managing a team of editors and writers across three continents.

Social media and distribution -- Expert in both traditional and emerging promotion channels.

Technical expertise – Expert in all relevant production tools, including Photoshop, Illustrator and Final Cut Pro, proficient in all technical production languages, from CSS to standards-compliant HTML, and a good working knowledge of SEO.