



MICHAEL ANDERSON

CHIEF SUB EDITOR

PROFILE

Dynamic Chief Sub Editor with extensive experience in digital media and content optimization. Expertise in integrating SEO strategies into editorial processes to enhance visibility and engagement across digital platforms. Renowned for driving editorial excellence and innovation through data analytics and audience insights. Skilled in leading cross-functional teams to deliver compelling narratives while ensuring adherence to editorial guidelines.

EXPERIENCE

CHIEF SUB EDITOR

Digital News Network

2016 - Present

- Led a digital editorial team to produce engaging content that increased website traffic by 40% year-over-year.
- Integrated SEO practices into the editorial workflow, enhancing search engine rankings for key articles.
- Designed and implemented a new content calendar that improved publication consistency and audience engagement.
- Analyzed user data to inform content strategy, resulting in a 25% increase in reader retention.
- Collaborated with IT to optimize content management systems for better user experience.
- Conducted training on SEO and analytics tools for editorial staff, enhancing their digital capabilities.

EDITORIAL MANAGER

Tech Trends Magazine

2014 - 2016

- Managed content production for a leading technology publication, ensuring high editorial standards.
- Implemented a new editorial workflow that reduced publication lead time by 20%.
- Oversaw a team of writers and editors, providing mentorship and professional development opportunities.
- Enhanced the magazine's online presence through strategic content marketing initiatives.
- Developed partnerships with tech influencers to broaden the publication's reach and credibility.
- Conducted audience surveys to refine content strategy, aligning with reader preferences.

CONTACT

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SKILLS

- digital media
- SEO
- audience engagement
- content optimization
- team management
- data analysis

LANGUAGES

- English
- Spanish
- French

EDUCATION

BACHELOR OF ARTS IN
COMMUNICATIONS, NEW YORK
UNIVERSITY

ACHIEVEMENTS

- Increased digital publication's subscriber base by 200% within two years.
- Received the 'Best Digital Content' award at the National Media Awards.
- Improved reader engagement metrics by implementing a feedback loop for content optimization.