



MICHAEL ANDERSON

DIGITAL NEWS EDITOR

PROFILE

Dynamic and innovative news editor with a robust background in digital journalism and content curation. Over 8 years of experience in leading editorial teams to produce engaging, high-quality content across various platforms. Strong expertise in leveraging social media and digital tools to enhance storytelling and audience interaction. Skilled in analyzing audience metrics to refine content strategies and drive viewer engagement.

EXPERIENCE

DIGITAL NEWS EDITOR

Tech News Today

2016 - Present

- Oversaw the development and execution of digital content strategies.
- Managed a team of 10 editors and writers, ensuring high-quality output.
- Enhanced audience engagement by implementing interactive content formats.
- Utilized SEO best practices to optimize content for search engines.
- Analyzed web traffic data to inform content decisions and improve performance.
- Collaborated with product teams to integrate news features into mobile applications.

ASSOCIATE EDITOR

City News Network

2014 - 2016

- Supported the editorial team in producing daily news content.
- Researched and fact-checked articles to maintain journalistic integrity.
- Coordinated with photographers and videographers for multimedia projects.
- Assisted in managing social media channels to promote content.
- Contributed to editorial meetings by presenting data-driven insights.
- Developed engaging headlines that increased click-through rates.

CONTACT

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SKILLS

- Digital Journalism
- SEO Optimization
- Team Leadership
- Content Curation
- Audience Engagement
- Data Analysis

LANGUAGES

- English
- Spanish
- French

EDUCATION

MASTER OF ARTS IN JOURNALISM,
COLUMBIA UNIVERSITY

ACHIEVEMENTS

- Increased social media following by 40% through strategic campaigns.
- Awarded 'Best Digital Story' at the National Journalism Awards.
- Successfully launched a podcast series that doubled audience reach.