

Michael Ade-Kunle

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Personal Summary

I am a skilled photographer and editor with experience in digital and print publications. My repertoire includes content creation, website management and SEO optimisation. In addition, I run a not-for-profit media organisation known as The Consumer. I also hold a master's degree in History of International Relations from London School of Economics and Political Science. Please visit my websites for examples of my editorial work.

Skills

Editorial and technical experience

- **CMS:** Wix, Wordpress, Drupal, GoDaddy, Blogger, Tumblr
- **Digital marketing:** Thorough knowledge of SEO best practices
- **Analytics:** Google Analytics, Facebook and Instagram Insights, Twitter Analytics
- **Social Media Management Systems:** Flow-Flow, Hootsuite, Tweetdeck
- **Multimedia integration:** Podcasts, videos, infographics
- **Professional photography skills:** Regular contributor to Getty Images and Shutterstock
- **Photo editing and Graphic design:** Adobe Photoshop, Adobe Lightroom, Adobe InDesign, Gimp
- **CRM:** Maintenance of Salesforce and bespoke CRM databases
- **Coding:** Thorough experience using HTML and a basic understanding of CSS, PHP
- **Microsoft Office:** Word, Excel, PowerPoint, Publisher

Research experience

- **Market analysis:** Tech & Digital; Consumer products; Fashion & Luxury; Private Equity
- **Policy research:** Environmental policies in the developing world; Education in post-conflict nations; British foreign aid; UN peace building agenda
- **Postgraduate research:** Media studies; Political communications; Foreign policy
- **Undergraduate research:** Environmental sustainability; Anthropology; Socioeconomics
- **Quantitative research:** Management and analysis of datasets

Academic studies

- **Postgraduate dissertation:** Manipulation of the British media during the Suez crisis
- **Postgraduate subjects:** US Presidents, public opinion and foreign relations; an international history of nuclear weapons; crisis and decision making in war and peace
- **Undergraduate dissertation:** The influence of socioeconomics on attitudes towards immigration in British politics
- **Undergraduate subjects:** Urban development; food, agriculture and sustainability; advanced geography fieldwork; geographic information systems

Education

London School of Economics and Political Science: September 2015 - September 2017
Master's Degree - MSc History of International Relations

Staffordshire University: September 2012 - June 2015
Undergraduate Degree - BA (Hons) Human Geography; Second-class honours, upper division (2:1)

Hills Road Sixth Form College: September 2009 - July 2011
A Levels - Physics, Chemistry, World Development

Employment

The Consumer

Founder/Chief Editor March 2019 – present

- The Consumer is a not-for-profit media organisation which provides the latest news, insights and analysis to inform consumers about all environmental and socially positive developments from consumer-facing companies.

The MBS Group

Business Editor October 2018 – present

- Producing thought-provoking content for industry innovators and leaders, including a daily newsletter, weekly columns and regular in-depth reports
- Producing market research reports for partners and consultants
- Producing client briefs for partners and consultants
- Contributing to industry-renowned events with research, content and market intelligence
- Promoting a culture of knowledge sharing across the business

Aequitas

Junior Consultant March 2018 – October 2018

- Conducted research and wrote documents for client consumption and distribution including briefings, report chapters, policy papers, blog posts, op-eds, press releases and talking points
- Tailored client communication strategies to achieve desired audience participation and media coverage
- Provided clients with timely, in-depth coverage and analysis of developing global events
- Project managed audits of client's websites; SEO best practices to improve ranking
- Contributed to cutting-edge thinking on emerging global policy areas - support broader teamwork on global health, environment and peace building policy
- Researched and analysed development policy in support of Aequitas' global advocacy, media and campaigning work

Chambers and Partners

Web Content Editor May 2017 – December 2017

Publishing Assistant July 2016 – May 2017

- Website content management
 - Updated and created content using bespoke CMS, and monitored user trends via Google Analytics
 - Coordinated with sales department to ensure clients are correctly represented online
 - Proofread and edited content from different jurisdictions to ensure it met strict editorial guidelines
- Business analysis
 - Tested website applications and participated in UX research
 - Improved website functions through product research
 - Used Jira to track project progress and delegate tasks
 - Researched trends in usability

StratScope

Geopolitics Editorial Assistant March 2016 – September 2016

- Generated, edited, published content using social media management systems
- Copy-edited articles to the company's desired standards
- Ensured that published articles rank well in searches through the practice of SEO
- Uploaded media using content management system Wordpress
- Established and maintained effective relationships through outreach activities to promote StratScope to Think tanks and Non-Governmental Organisations

Interests

- ❖ Journalism; Environmental sustainability; International affairs; Socioeconomics; Modern history
- ❖ Photo contributor to Getty Images and Shutterstock
- ❖ Member of the Royal Photographic Society; Member of LSE Alumni community
- ❖ Played American Football for Staffordshire University