

Michael Ade-Kunle

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Personal Summary

I am a skilled analyst with experience in B2B and political communications. My repertoire includes market intelligence and policy research. In several organisations, I've also played a crucial role in producing high quality briefings and impactful policy reports in areas including; economic development, technology, consumer goods, public policy and international development. I hold an MSc History of International Relations from LSE and I'm about to begin a part-time MRes Global Politics degree at Birkbeck.

Skills

Research experience

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

Academic experience

- **Postgraduate focus (MRes):** Global political economy; Political risk
- **Postgraduate dissertation (MSc):** Manipulation of the British media during the Suez crisis
- **Postgraduate subjects (MSc):** 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

Editorial and technical experience

- **CMS:** Wix, Wordpress, Drupal, GoDaddy, Blogger, Tumblr
- **Digital marketing:** Thorough knowledge of SEO best practices, MailChimp
- **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, Adobe Premier Pro, 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

Education

Birkbeck, University of London: October 2019 - October 2021
Master's Degree - MRes Global Politics

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)

Employment

Business Editor October 2018 – present

The MBS Group - A leading executive search and leadership advisory firm.

Key achievement: Produced 48 long form thought leadership pieces

- Producing and researching market trends for thought-provoking content for industry leaders: a daily newsletter, weekly columns and white papers.
- Conducting market analysis of B2C sectors including retail, consumer products, travel & leisure, fashion & luxury, digital & tech, as well as private equity and venture capital.
- Leading on the collection of B2C industry information and data and recommending ways of tracking and assessing each sector.
- Presenting research and analysis in such a way that it can be understood by all for accurate use in crucial decision making.

Junior Consultant March 2018 – October 2018

Aequitas - An award-winning integrated global policy, communications and political consultancy.

Key achievement: Produced five 30+ page reports on key policy areas for an elected official in the Nigerian Government.

- Conducted research and produced marketing material for policymaker consumption and distribution: briefings, report chapters, policy papers, social posts, blog posts, op-eds, press releases and talking points.
- Tailored client communication strategies to achieve desired audience participation and media coverage.
- Project managed audits of client's websites; researched SEO best practices to improve ranking.
- Provided policymakers with timely, in-depth coverage and analysis of developing global events.
- Contributed to cutting-edge thinking on emerging global policy areas: global health, environment, education and peace building.

Web Content Editor May 2017 – December 2017

Chambers and Partners - Ranks the leading law firms and lawyers in over 180 global jurisdictions.

Key achievement: Successfully integrated Chambers and Partners' Department Profile platform onto the business' web portal.

- Updated and created content using bespoke CMS, and monitored user trends via Google Analytics.
- Managed Chambers and Partners' social media accounts: Twitter, Facebook and LinkedIn.
- Tested website applications and participated in UX research.
- Improved website functions through product research.
- Used Jira to track project progress and delegate tasks.
- Conducted periodic research on usability trends for B2B digital platforms.

Publishing Assistant July 2016 – May 2017

Chambers and Partners - Ranks the leading law firms and lawyers in over 180 global jurisdictions.

Key achievement: Worked on Chambers UK 2017, Chambers Global 2017, Chambers Asia 2017, Chambers Europe 2017 and Chambers USA 2017.

- Fostered relationships with clients and managed confidential client information.
- Worked with sales, research, editorial, production and marketing staff to satisfy client requests.
- Assisted in various stages of print production; proof reading and copy-editing documents to ensure conformity with house style.

Geopolitics Editorial Assistant March 2016 – September 2016

StratScope - An online media company that conducts in-depth research and analysis of global affairs.

Key achievement: Secured content partnerships with RAND Corporation and LSE Africa blog.

- Tracking and analysing developments in global affairs.
- Generated, edited, published content using social media management systems.
- Copy-edited SEO content to adhere with in-house style.
- Established and maintained effective relationships through outreach activities.

Interests

- ❖ Journalism; Environmental sustainability; International affairs; Socioeconomics; Modern history
- ❖ Member of the Royal Photographic Society; Member of LSE Alumni community
- ❖ Played American Football for Staffordshire University