

Micheal Mullen

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Summary

Creative writer and communicator with 15 years of building content strategy, managing (local, freelance and international) editorial teams, developing style guides, delegating content management system-based (CMS) projects, analyzing user data, managing budget and leading daily publication for several high-profile technology-related websites.

Experience

AOL - Dulles, VA

Managing Editor - Games.com

2009 – 2010

- Utilized Twitter and other popular social media tools to increase site traffic nearly 1000% to over 500k pageviews a month
- Interfaced daily with top 20 social media game creators for to secure timely features and exclusive announcements
- Deciphered, interpreted and reported on press releases from companies or services (PR Newswire, AP and Reuters)
- Managed SEO/SEM lists to ensure headlines and stories aligned with top Google trends
- Managed all freelancer legal contracts, vendor payments and copyedited all site content for grammar, spelling, AOL decency standards and AP Style

AOL - Dulles, VA

Managing Editor - GameDaily.com & PlaySavvy.com

2008-2009

Programming Manager - GameDaily.com & PlaySavvy.com

2005-2008

- Grew traffic to over 40 mm PV/month with 4mm unique visitors
- Wrote reviews, previews and news about upcoming games and technology
- Procured daily photographs for news use with Getty Images based on AOL's legal contracts
- Procured crosslinks from 20+ AOL channel editors (Engadget, Moviefone)
- Served as industry point person for all PC game downloads until the launch of BigDownload.com (work was handed over to a new team of three workers)
- Maintained all consumer-facing daily updates for GameDaily.com
- Coordinated copyediting staff of two, intake of editorial pieces and publishing of all site content (including art and photos from Getty Images)

Electronic Arts - Redwood City, CA

Senior Editor - EAGAMES.com & EA Nation

2002-2005

Editor - EA.com/Worlds & Nucleus

2000-2002

- Managed all editorial copy for 12-15 official game sites
- Wrote and produced monthly email EA GAMES newsletter (2 million subscribers)
- Built, wrote and deployed ad for EAGAMES.com in all EA-related game guides from Prima Games
- Created new distribution channel that quadrupled demo distribution
- Established company's first internal company-wide RSS feed in order to better communicate with non-U.S. product sites

- Created instructional guides, community updates, web-wide promotional copy and art for EA.com and AOL's game area (run by EA.com)
- Worked with team to streamline user flowcharts for sign-up, payment systems and error screens

GameSpot – San Francisco, CA

News Editor - GameSpot News

1999-2000

Associate News Editor - GameSpot News

1997-1999

- Managed, assigned and produced news stories from worldwide five editors (Japan, Germany, UK, and U.S.)
- Wrote daily news stories including a weekly column on gaming industry that led to a new monthly news column in Computer Gaming World magazine
- Appeared on ZDTV's GameSpot TV as needed (news or tournaments)
- Serve as point person for trade or mainstream publication requests
- Covered daily company releases regarding products, changes or updates
- Developed long term stories related on technology or industry trends

ZDNet - Cambridge, MA

Game Editor - ZDNet/Web

1997

- Created daily content, columns, and help guides for ZDNet Games channel
- Managed and produced daily art in Photoshop
- Informed other section editors about timely and section-relevant topics
- Coordinated production hand off of gaming site to GameSpot

Technical Skills

- Operating Systems: Windows XP/Vista, Mac OS X and Palm OS
- Software: Microsoft Office Suite (Word, PowerPoint, Outlook, & Excel), Apple iWork, Lotus Notes, Adobe Acrobat, Dreamweaver, InDesign, PhotoShop, PageMaker and QuarkXPress
- Social media/CMS tools: Twitter, Facebook, WordPress, Interwoven Teamsite, Vignette and Blogsmith (AOL proprietary tool)
- Code: HTML 4.0, CSS, basic JSP and knowledge of ColdFusion

Education, Honors & Awards

- BS in Communications and Public Relations with minor in Business Writing from Salem State College in Salem, Mass., May 1995
- Graduated 3.8 GPA from Honors Program
- Member of Alpha Lambda Delta for National Honor Society students
- Member of Public Relations Society of America
- Won Academy of Interactive Arts & Sciences Award for best News Site in 2000 (nominated in 1999)
- Received EA's TEAMWORK award for coordinating EAGAMES.com redesign
- Three year walker with Juvenile Diabetes Research Foundation's Capital Chapter -- Northern Virginia

Portfolio

- For video clips, links and updated pieces please go to <http://www.idiottech.com/portfolio/>