

ROB MANSFIELD

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SUMMARY

I'm a senior digital media professional with more than 6 years of online experience and 10 years on national magazines.

I have proven cross-genre experience, first-class SEO and analytics skills, leadership capabilities and a solid journalistic background.

A customer-focused, multi-skilled specialist dedicated to ensuring that users reach and enjoy creative, compelling content. I possess excellent interpersonal, communication and negotiation skills, the ability to influence decisions and to develop positive relationships both internally and externally.

EXPERIENCE

AGE UK

03 / 2010 - Present

Senior Digital Editor

Senior member of the digital team, responsible for editorial strategy on the Age UK website, liaising with internal stakeholders, commissioning content both internally and externally, leading on projects and more.

REDHOUSE LANE COMMUNICATIONS / DCSEF

11 / 2009 - 02 / 2010

Editor (Web)

Contract role managing and mentoring teams of analysts through a large website migration and update. Copy editing and QA'ing the work of the teams to ensure consistency and accuracy across the site. Identifying problems and working with the inhouse technical team to come up with the best possible solution for the end user.

FREELANCE

09 / 2009 - 02 / 2010

Web Consultant

Taking on writing, editing and consulting projects - both on- and offline for a number of national clients

IPC MEDIA

08 / 2007 - 09 / 2009

Senior Content Manager on www.goodtoknow.co.uk

Overseeing content management and future development of mass-market women's website <http://www.goodtoknow.co.uk> - Currently specialising in health, family, sex & relationship areas, plus expansion of user-generated content and video

AOL UK

11 / 2004 - 08 / 2007

Senior Editor, Youth

Operational lead for AOL's Youth offering and manager of the programming team, which kind of means I'm "down with the kids". Responsible for strategic and programming plans, product development and integration as well as delivery against performance and revenue targets and making the internet fun!

AOL UK

08 / 2006 - 02 / 2007

Launch Editor, Eleven

- Launch editor for Eleven, the women's coffee-break area on AOL UK (<http://eleven.aol.co.uk>), containing a fun mix of celeb gossip, games, fashion and funny videos
- I was the programming lead and main partner liaison, helping to build an instant success with a large, engaged audience (more than 500K unique visitors and 3m page views in the first six months)

03 / 2003 - 04 / 2005

Freelance Writer/Editor

- Provided freelance cover at Commissioning and Features Editor level on magazines, such as Radio Times, New Woman,

3am magazine, new!, Mizz, Wanadoo's icircle.co.uk

- Wrote articles for a variety of magazines: Glamour, Marie Claire, Company, Zoo, bliss, 19, Sainsbury's and many more
- Was part of the small award-winning team behind the BBC's Songs Of Praise magazine

EMAP

01 / 1999 - 03 / 2003

Editor

Features Editor - more! magazine (2001-2003) - Managed a team of three writers - Commissioned and edited the features content for the fortnightly title

Chief Sub Editor/writer - LOOKS magazine (1999-2001) - Edited the entire monthly magazine - Enabled the smooth-running of the magazine's entire production, from raw copy, through to pre-printing stage - Wrote regular style and celebrity-based features

TWO-CAN PUBLISHING

10 / 1997 - 12 / 1998

Chief Sub Editor

I was the glue that held together the weekly Young Telegraph newspaper and fortnightly magazine Disney's Big Time. This involved, among other things, editing and writing, and interviewing some of the top pop acts of the day, including Sive, 911 and B*witched

THE PUBLISHING TEAM

07 / 1996 - 10 / 1997

Editor

Responsibilities included editing a variety of customer magazines, for companies such as Sky, House Of Fraser, Alliance and Leicester and Flightbookers. I wrote, commissioned and edited copy, liaised with clients and pitched for new business

BEAP - NOW PUZZLER MEDIA

03 / 1995 - 07 / 1996

Editor

Editor of a variety of puzzle magazines, including Logic Problems and Wordsearch

HORIZON HOUSE PUBLICATIONS

07 / 1994 - 03 / 1995

Conference/Editorial Assistant

Temporary contract, working on Telecommunications magazine and organising Telecom 94, an international telecoms conference in Turin, Italy

EDUCATION

THE UNIVERSITY OF SHEFFIELD

1990 - 1994

BA , German, Russian

WHITGIFT

1983 - 1990

LANGUAGES

- English (Native or bilingual proficiency)
- French (Full professional proficiency)
- German (Full professional proficiency)
- Russian (Professional working proficiency)
- Swedish (Limited working proficiency)
- Italian (Limited working proficiency)
- Spanish (Elementary proficiency)
- Polish (Elementary proficiency)

