

Michael Hall

8723 SE Claybourne Street • Portland, OR 97266
503.775.3215 • mph@puddingbowl.org

Summary

- Seasoned managing editor with more than a decade's experience guiding writers and running websites across diverse topical areas
- Versatile Web producer who takes advantage of direct experience as a Web developer and Ruby on Rails programmer to optimize website and content performance
- Proven writer and communicator, able to explain complex technical topics to audiences of all skill levels

Experience

QuinStreet, Foster City, CA (acquired internet.com division of WebMediaBrands in 2009)

Senior Manager (Managing Editor/Producer), 2009 - Present

Enterprise Networking Planet, Wi-Fi Planet, Practically Networked

- Serve as managing editor and producer on three websites, plan and commission freelance assignments, coordinate news coverage, manage monthly budgets, edit and post content, conduct SEO audits, advise redesign efforts
- Designed, developed and currently manage a Ruby on Rails-based content analysis application tracking 40 websites and thousands of articles, providing regular reporting on content cost, revenue and performance metrics
- Spearheaded the implementation of canonical links across a network with extensive duplicate content, consolidating search traffic and improving the number of page views and unique visitors on key sites

Senior Managing Editor, 2009

Enterprise Networking Planet, Wi-Fi Planet, Practically Networked

- Wrote programs to provide in-depth reporting on referrer patterns across 40 websites that helped editorial staff assess where to direct social networking efforts
- Authored internal documentation guiding staff on best editorial SEO practices and social networking techniques

Managing Editor, 2000 - 2002, 2004 - 2008

LinuxToday, LinuxPlanet

- Piloted the deployment of Google Analytics
- Trained colleagues in the use of Google Analytics and Movable Type
- Authored hundreds of news stories, columns, product reviews, blog entries and programming tutorials
- Used numerous content management systems as managing editor of over a dozen websites, including Movable Type and internally developed systems
- Designed and hosted webcasts for audiences of IT professionals

Principal Web Consultant, August Publications, Minnetonka, MN, 2008 - Present

- Help with strategic planning, management and Web operations for a network of sports and lifestyle websites
 - Improve website SEO by advising on best practices in site architecture, HTML/CSS design and engineering
 - Deployed an OpenX ad server installation providing display advertising services to network websites
 - Engineered the conversion of client websites from legacy content management systems to Joomla, saving dozens of hours in manual content conversion
 - Redesigned legacy URL schemes, preserving search engine placement for high-ranking pages and increasing overall indexation

Columnist and Editor, Jupitermedia, Darien, CT, 2003-2004

- Wrote a regular column on Enterprise Unix and Linux at ServerWatch.com, contributed freelance writing to other Jupitermedia sites
- Assisted in editorial projects such as the review and update of ServerWatch.com's ServerCompare database

Development Editor, Alpha Publishing, Indianapolis, IN 2003-2004

- Edited titles in the Complete Idiot's Guide series from Alpha Publishing as a contract development editor

Skills

- **Web:** HTML/CSS, Joomla, Movable Type, WordPress, Google Analytics
- **Server:** Apache, Linux, MySQL, Ruby on Rails
- **Desktop:** Mac OS X, Microsoft Windows, Microsoft Office, Apple iWork, Photoshop
- **Programming:** Ruby, AppleScript

Education

- Portland State University, 2002 — 2004
 - Major: Philosophy, Minor: Journalism
- Manchester College, 1986 — 1990
 - Major: Arts & Letters