

# MIKE DARLING

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## WORK EXPERIENCE

### Google | Audience Development Manager July 2022 - Present

- Led content strategy for all of Google's O&O editorial channels. Managed the SEO and product roadmaps for Blog.Google and owned the reporting infrastructure and best practices for all in-house original social content.
- Increased search traffic to new Keyword content by 243% YoY and helped the brand achieve record engagement across channels including IG, TikTok and X during I/O 2025 with an AI-focused content strategy.
- Grew readership of Google's weekly external newsletter to more than 500K subscribers, surpassing our team's YoY goal by more than 100K.
- Helped implement several major product updates to Google's blog, including reader surveys, AI summaries and audio overviews to increase engagement.
- Launched Changing Channels, a weekly internal newsletter covering platform updates, AI news, content performance, competitive analysis and more.

### Men's Health | Executive Digital Editor Jan 2019 - July 2022

- Managed 8 direct reports and oversaw 5 verticals as digital lead for Men's Health, the world's largest men's magazine brand.
- Grew traffic from 12.8 million monthly unique visitors to a record 23 million, largely driven by increases in organic search.
- Launched Men's Health MVP, the brand's first digital membership program, and oversaw several new YouTube franchises that helped MH achieve +300% YoY growth in views and subscribers.

### Vice Media | Managing Editor Sept 2016 - Jan 2019

- Hired as part of launch team for Tonic, Vice Media's millennial and Gen Z-focused health and wellness site.
- Led the vertical's initial content strategy, which included developing and testing new editorial and video franchises, implementing SEO and social best practices, tracking content performance and more.
- Coordinated daily newsroom coverage, maintained copy flow and managed the edit calendar.
- Edited 300+ stories while maintaining a stable of 40+ freelance writers.
- Assigned Merritt Science Journalism Award-winning feature on cross-state air pollution, later adapted into a VICE documentary.

### Men's Health | Senior Editor Oct 2013 - Oct 2016

- Promoted to senior editor working across both print and digital properties.
- Assigned, wrote, and top edited stories for several front-of-book departments.
- Helped plan and execute all four quarterly style guides, as well as the annual tech and gear guides.

## SKILLS AND CERTIFICATIONS

- Google AI Essentials
- Google Ads Search Certification.
- Foundations of Project Management
- Google Data Analytics Certificate
- Expertise in GA4, SEMRush, Sprinklr, Chartbeat and many other analytics and SMM platforms.