

# Alan Lansdowne

Founder & Director of Rounin Media

alan\_lansdowne@yahoo.com

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## Summary

I am the founder of both Rounin Media (<http://www.rounin.co.uk/>) and the Independent Travel Information Network, attitudeTravel (<http://attitudetravel.mobi/>).

My company, Rounin Media, delivers Digital Media Projects without Compromise. From a standing start in 2002 - and without funding - I used the technical and business skills I developed at Rounin Media to grow my own Independent Low Cost Budget Travel Publication attitudeTravel into a global brand in 6 years, with over 6500 unique visitors a day, a six figure annual profit and referenced by (amongst others) Lonely Planet, Rough Guides, National Geographic Traveler, The Telegraph, The Times, The Independent, The New York Times, The Washington Post and Rick Steves.

I have eighteen years professional experience in the field of Digital Publishing, comprising journalism, article & feature writing, background research (in French, German & Russian as well as English), copy-writing, web design & development, search engine optimisation, information architecture, server configuration, server-side scripting, W3C web-technologies standards compliancy, interoperable web design (incorporating full cross-platform & cross-device compatibility), responsive design methodology, forum moderation, small business administration, personnel management, accounting, revenue maintenance & growth, social media campaigns, usability, accessibility and mobile design.

Specialties: Travel Journalism, Travel Photography, Fluency in German, Russian and French, Information Architecture, Search Engine Optimisation (SEO), Social Media Optimisation, (X)HTML, CSS, Javascript, SVG, PHP, Mobile Web Design & Development, Affiliate Marketing, Web Copywriting, Effective CPM and CPC Marketing, Cross-Platform Standards Compliant Web Design, Small Business Entrepreneurial Development, Small Business Accountancy and Management

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## Experience

### **Founder & Director at Rounin Media**

January 2003 - Present (13 years 7 months)

Founder & Executive Director of Rounin Media (<http://www.rounin.co.uk/>), producing & delivering Media Projects without Compromise since 1997. Rounin Media is a Digital Performance Publisher, active in Desktop & Mobile Digital Design, Desktop & Mobile UX, Accessibility, Digital Search & Social Media, specialising above all in W3C Standards Compliant client-side technologies & High Performance SEO. Rounin Media is best known for producing the Online Budget Travel Information Network, attitudeTravel.

## **Mobile Web Digital Developer at attitude Travel Mobile**

November 2009 - Present (6 years 9 months)

Digital Mobile Web Developer, extensively using multi-platform front-end scripting (Javascript) + client-side scripting frameworks (jQuery) and wide-deployment of server-side scripting (PHP5), as well as other client-side technologies (RDFa, microformats etc.) and back-end technologies (.htaccess, mod\_rewrite, Perl Compatible Regular Expressions (PCRE), gzip, robots.txt, sitemap.xml, cPanel subdomain management, FTP) and W3C Standards Compliant client-side technologies including HTML (HTML5, HTML 4.01 strict & transitional, XHTML 1.0 strict & transitional and HTML 3.2), CSS (CSS3, CSS 2 & 1), SVG (Scalable Vector Graphics) and widely accepted proprietary browser CSS3 style extensions (-webkit, -moz, -ms & -o).

## **Travel Editor & Founder at attitude Travel**

January 2003 - Present (13 years 7 months)

Since 2003, I have worked professionally and full-time as the Travel Editor & Founder of attitude Travel - as well as the Founding Editor of all the attitudeTravel satellite projects including attitudeTravel Mobile, attitude Travel Volunteering, attitudeTravel on numerous social media platforms (Twitter, Facebook, FourSquare, Tumblr etc.)

attitude Travel is a web-based publication focusing on Independent Low Cost Budget Travel with global coverage and has been mentioned, reviewed and recommended in Lonely Planet, Rough Guides, Frommers, Rick Steves, National Geographic Traveler, New York Times, Washington Post, The Telegraph, The Times, The Guardian, The Independent and many other books and newspapers on both sides of the Atlantic (even in Sweden!) and on CNN.

Since its inception as a project at Dresden University in April 1997, attitudeTravel (<http://www.attitudetravel.com/>) has led me to travel to, explore and re-visit many times over 60 countries across the world in Europe, the Middle East, Asia, Australasia, North America, Central America, South America and the Caribbean.

## **Head of Charity Fundraising at attitude Travel Volunteering**

August 2009 - Present (7 years)

As Head of Charity Fundraising for attitude Travel Volunteering (<http://www.attitudetravel.org/>) for the last 3 years, I have successfully raised several thousand pounds for Macmillan Cancer Support, University of Sheffield Department of Russian & Slavonic Studies Bursary Fund, Children in Need, Prostate Cancer UK and the Institute of Cancer Research & for Cancer Research UK.

The Charity Fundraising events I have participated in include half walking, half-running the 24 mile Yorkshire Three Peaks Challenge (in both 2010 & 2011) for Macmillan Cancer Support; cycling from London to Paris in 4 days in the middle of a heatwave in Summer 2012 (also for Macmillan); cycling 100km across West & North Yorkshire and abseiling 120ft down the Owen Building in Sheffield (in Autumn 2013)

to raise money for Leeds Children's Hospital and the British Red Cross; raising funds for the Knoydart Foundation by completing the 23km Knoydart Trail Run in late Summer 2014; and running the Denby Dale Travellers 6 (a hilly 6-mile race just beyond the northern edge of the Peak District) in a festive costume in December 2015.

### **Reporter (German and Russian Desks) at Metal Bulletin**

June 2000 - December 2001 (1 year 7 months)

I cut my teeth as a professional journalist trawling through newswire services, sorting the wheat from the chaff in press releases, attending and writing up press events, covering conferences, conducting telephone interviews in French, Russian and German, fact-checking, networking, making industry contacts and face-to-face interviewing

### **Assistant English Teacher at Japan Exchange and Teaching Programme (JET Programme)**

July 1998 - October 1999 (1 year 4 months)

I spent most of my time entertaining snotty-nosed, bored Japanese teenagers and occasionally coaxed a word or two of English out of them.

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## Skills & Expertise

**Digital Marketing**

**SEO**

**Social Media Marketing**

**Web Design**

**Web Development**

**HTML5**

**CSS3**

**JavaScript**

**SVG**

**PHP**

**Regular Expressions**

**W3C Validation**

**Usability**

**User Interface Design**

**Copywriting**

**Affiliate Marketing**

**Cross-platform Development**

**Online Marketing**

**Online Advertising**

**Social Media**

**Editing**

**Information Architecture**

**Writing**

**Journalism**

**Press Releases**  
**Blogging**  
**Google Analytics**  
**Online Publishing**  
**SMO**  
**Social Networking**  
**Travel Writing**  
**Russian**  
**French**  
**Cross-browser Compatibility**  
**cPanel**  
**Twitter**  
**German**  
**Japanese**  
**Spanish**  
**Ukrainian**  
**Backpacking**  
**Travel Blogging**  
**Travel Photography**  
**Skiing**  
**Cycling**  
**Climbing**  
**Scuba Diving**  
**iPhone development**

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## Languages

<b>English</b>	(Native or bilingual proficiency)
<b>German</b>	(Professional working proficiency)
<b>Russian</b>	(Professional working proficiency)
<b>French</b>	(Professional working proficiency)
<b>Spanish</b>	(Limited working proficiency)
<b>Japanese</b>	(Limited working proficiency)

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## Education

### **University College London, U. of London**

MA Nationalism and Identity, inc. Nationalism Studies, Ukrainian Studies, Post-Soviet Studies, 2006 - 2008

Grade: MA Dissertation awarded Pass with Distinction

### **Sheffield Hallam University**

Postgraduate Certificate, TESOL, 1999 - 2000

Grade: Postgraduate Certificate Dissertation awarded Pass with Distinction

### **The University of Sheffield**

Postgraduate Certificate, Japanese Society and Language, 1999 - 2000

Grade: Pass with Distinction

## **The University of Sheffield**

BA (Hons), German and Russian Studies, 1994 - 1998

Grade: Awarded Upper Second Class with Distinction in Spoken German

Activities and Societies: Information Technology Working Committee (USiT), Theatre Company, Student Newspaper (DARTS), Film Unit

## **Technische Universität Dresden**

Germanistik und Slawistik, Germanistik und Slawistik, 1997 - 1997

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## Interests

Independent travel, skiing, scuba-diving, cycling, swimming, climbing, fitness; current affairs, politics; foreign languages & philology, world culture, philosophy & religion; reading, music; personal finance, investing; technology, internet

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## Projects

### **attitude Travel Mobile**

May 2010 to Present

Members: Alan Lansdowne

attitude Travel Mobile is an up-to-the-minute showcase of a large-scale HTML5, CSS3, PHP5 & Javascript powered small-screen, touch-optimised, accessible, W3C standards-compliant, cross-platform-compatible, responsive mobile website app.

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## Organizations

### **Youth Hostel Association (England & Wales)**

July 1994 to Present

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## Volunteer Experience

### **Ecological Conservation Volunteering in Central Anatolia at Gençtur**

August 1999 - Present

I joined a small group of young, international volunteers and spent two weeks with my French, Bulgarian and Turkish colleagues planting trees and tending a tree nursery near Akdağmadeni in the Central Anatolian province of Yozgat in Turkey.

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## 4 person has recommended Alan

"I came across Alan while I was heading up the World Low Cost Airlines Congress and found him to have a sharp, creative brain with some great ideas for our conference. He also has a great friendly personality to boot! I have no hesitation in recommending him and his services"

— **Terence O'Dwyer**, was Alan's client

"It has been a great pleasure to meet and work with Alan. He is extremely intelligent and represents a great combination of content writing (especially in the travel sector), technical and digital marketing skills. He is passionate about everything he does. I admire him for his dedication, patience, hard work and creativity. Alan is a quick learner and easily approaches new challenges. He constantly develops and gain new skills. Personally, he is a very kind person and I would love to work with him again."

— **Aga Marchewka**, was a consultant or contractor to Alan at Rounin Media

"Alan is a truly passionate & driven individual. Friendly and genuinely caring, once he makes his mind up to do something he sticks to it and sees it through. If you are considering Alan for a project or to become a part of your team, you can expect dedication, staying power, deep caring and an interest in learning how to become the best at whatever he endeavors. I believe in Alan and have learned a great deal through knowing him. Jennifer Martin EMyth Business Coach & Zest Business Consultant"

— **Jennifer Martin**, was a consultant or contractor to Alan at Rounin Media

"Alan Lansdowne is that rare thing: a website owner and marketing expert who can actually write. Whereas there are many wannabe scribes out there in this day and age, skilled writers are few and far between, and Alan is one of them. Under his tutelage, attitudeTravel.com has grown to become one of the most engaging travel portals out there."

— **Nadeem Azam**, was with another company when working with Alan at Rounin Media

[Contact Alan on LinkedIn](#)