

SUNNY HUNDAL

s.hundal@gmail.com

My work has always been related to my two passions: internet technology and journalism. Having been a programmer, a web journalist, newspaper columnist, a lecturer, blogger, author and McDonald's worker, I have neither wanted nor had a conventional career. My website - www.sunnyhundal.org - has a more detailed CV.

CAREER HIGHLIGHTS

JOURNALISM

EUROPEAN CLIMATE FOUNDATION

Jan - Dec 2021 - p/t

Writer on climate change, deforestation, carbon capture and natural gas.

FRONT PAGE LIVE

May 2019 - Mar 2020 - p/t

UK editor, writing on U.S. politics; Shaping content strategy with NY team.

BBC 1

['Young, Sikh and Proud'](#)

40 minute doc.

Co-developed idea.

Wrote & presented film

UK HOME OFFICE

COMMISSION FOR COUNTERING EXTREMISM - 2019

['The Changing Nature of Activism Amongst Sikhs in the UK'](#)

Public Research Report

Sole UK govt report on Sikhs in recent years

NEWSPAPERS

Columnist, The Guardian

Columnist, Independent

Columnist, Hindustan Times

Contributed to: The Times, FT, Metro, the i, Quartz, Al Jazeera and CNN.

BBC 2 DAILY POLITICS

2x short monologues.

Wrote and presented them.

On UK policy with [Saudi Arabia](#) and [Syria](#).

TECHNOLOGY

SOCIAL MEDIA EDITOR

OpenDemocracy

May 2017 - March 2021 (p/t)

- Tasked with reaching & expanding audiences (search, social, email, direct)
- Used: Mailchimp, Google Data Studio, Analytics, FB Business Manager, Chartbeat, Twitter Ad tracking ++
- Helped reshape internal output (headlines, videos, pictures)
- Created org-wide guidelines for social media
- Developed and tracked digital marketing on multiple platforms.

SENIOR VISITING LECTURER

Kingston University, London

2014 - 2016 (p/t)

- Lectured in Digital Journalism.
- Taught digital skills; use of social media for stories; developing websites for news.

START-UP FOUNDER: RIPPLA

2011 - 2013

- 'Rippla' tracked the [impact of a news story on social media](#) (< news coverage).
- Built using public APIs, JSON, PHP, RSS, Javascript, MySQL, CSS & HTML.
- Published data, used by Ofcom and news organisations.
- Tracked impact of news on social media for clients.
- First simple news tool of its kind.

INTEREST AND ACTIVITIES

Trustee at **Volteface**, a London based campaign group that advocates for reforming the UK laws on drugs.

Patron at the **Centre for Analysis of the Radical Right**, which covers activity on radical-right extremism through publications, articles and conferences.

I am also bilingual in Hindi.

EDUCATION

BSc (Hons) Economics and Business Finance

Grade: 2:1 Class of 1995 - 1999

Brunel University, London, UK

REFERENCES

Julian Richards

Managing Editor, openDemocracy

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