



## CONTACT ME

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kieronbyatt.com

Kieron Byatt | LinkedIn

## EDUCATION

### Bachelors of Arts

#### Professional and Creative Writing (with Distinction)

#### Deakin University

2008 - 2011

### VCE

#### Extinguished ATAR (83.75)

#### St Joseph's College

2002 - 2007

## SKILLS

- Audio production
- Blogging
- CMS
- Communication
- Editing
- Journalism
- Newsroom
- Podcasting
- Radio broadcasting
- Reporting
- SEO
- Social media
- Writing
- Adobe Suite
- Ahrefs
- Atlassian
- ClickUp
- Core Media
- ENPS
- Figma
- Google Workspace
- HubSpot
- Microsoft 365
- Monday
- Netia
- Semrush

## TOOLS

## REFERENCES

Available upon request.

# KIERON BYATT

## JOURNALIST | WRITER

## ABOUT

Journalist and copywriter with 17+ years of experience in the technology, entertainment, media, and publishing industries. Bylines include ABC, Sneaker Freaker, The Guardian, Comic Book Resources, DJ Booth, The Source, and Tone Deaf. Appearances include ABC Radio, BBC TV & Radio, TEDx, Channel 10 News, and others.

### SEO Content Writer

2024 - Present

#### Microsoft

Content creator in the Marketing SEO and Traffic teams for the Clipchamp video editor inside the Microsoft 365 Suite. Responsible for SEO and social media research, content writing, and media asset creation for website landing pages, help articles, and blog articles.

### Reporter

2024 - 2024

#### ABC

Journalist and reporter in the Melbourne newsroom. Crafted copy, voice reported, and edited audio for radio packages on the Melbourne radio news desk. Wrote TV scripts for 7PM local news stories. Reported local breaking news and longform stories for website.

### Tech Journalist

2019 - 2023

#### PaperCut Software

Company blog editor, podcast producer, and lead copywriter for internal marketing agency. Responsible for reporting company and industry news, press releases, landing pages, video scripts, case studies, marketing collateral, and newsletters. Additionally coordinated PR, communications and marketing campaigns in third-party digital and print publications.

### Education Content Writer

2016 - 2019

#### QS School

Education content writer for tutoring college franchise. Responsible for researching, writing, and editing learning modules, text books, exams, and course curriculum.

### Entertainment Journalist

2017 - 2019

#### Supanova Comic Con & Gaming

Weekly comic book news columnist and feature article writer, specializing in reporting film, television, and comic book news.

### Music Journalist

2016 - 2017

#### The Brag Media

Music critic for Tone Deaf, specializing in reporting hip-hop news. Contributed album and lgig reviews, artist profiles, and interviews for high-profile national and international artists.

### Digital Content Editor

2009 - 2013

#### The Monthly Magazine, Schwartz Media

Coordinator of all digital content including website CMS, social media, newsletters, and e-books. Responsible for content management of all digital editions, managing online advertising, and SEO. Additional content curator and copy editor for the monthly newsletter and two daily newsletters - PoliticOz and the Shortlist Daily.

### Music Journalist

2008 - 2011

#### OzHipHop.com

Music journalist and critic for Australian hip-hop website, contributing reviews of albums, live shows, and movies, as well as profiles and interviews for national and international artists.