KIERON **BYATT**

SENIOR DIGITAL CONTENT WRITER & EDITOR

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PROFILE

Senior digital content writer, editor and content strategist with 18+ years' experience across journalism, digital publishing, technology, UX and corporate content. Experienced translating complex information into clear, engaging content across web, product, email and multimedia channels, with expertise in SEO, audience insights and content optimisation.

FEATURED EXPERIENCE

Senior Copywriter | **Cipher Sports Technology Group** | JUL 2025 - Present

- Develop and edit digital content across editorial, commercial, UX, lifecycle and campaign channels, including web, email, social and in-product experiences.
- Research, write, edit and publish high-volume digital content, balancing accuracy, clarity, audience needs and commercial objectives.
- Collaborate with editorial, product and marketing teams to develop content, refine messaging and maintain consistent editorial standards.
- Apply audience insights, SEO principles and editorial judgement to improve content relevance, discoverability and engagement.

SEO Content Writer | **Microsoft** | JUL 2024 - JUL 2025

- Created and optimised articles, landing pages and B2B and B2C content, translating complex technology topics into clear, engaging digital content for global audiences.
- Led content planning and audience analysis, using search intent and performance insights to identify opportunities for content improvement and growth.
- Collaborated with designers, marketers and localisation teams to deliver accurate, audience-focused content across global markets.
- Contributed to a 2.97% traffic uplift for Microsoft Clipchamp in my first six months.

Journalist | **ABC** | MAR 2024 - DEC 2024

- Researched, wrote, edited and published breaking news, features and scripted content across radio, television and digital platforms.
- Interviewed sources and subject-matter experts, translating complex and fast-moving stories into accurate, accessible content.
- Delivered high-quality content under tight deadlines, applying rigorous fact-checking, editorial judgement and attention to detail.

Tech Journalist | **PaperCut Software** | JAN 2020 - NOV 2023

- Researched and produced technology and business content, translating complex technical concepts into accessible stories for diverse audiences.
- Created content across editorial and marketing channels, including articles, newsletters, landing pages, case studies, product guides and campaigns.
- Collaborated with customers, partners and senior stakeholders to develop stories and support content initiatives, contributing to 11% year-on-year traffic growth through SEO and digital content.

ADDITIONAL EXPERIENCE

Digital Content Editor | Schwartz Media | 2009–2013

Managed digital publishing for The Monthly, including website/e-reader content, newsletters, CMS publishing, SEO, editing and digital editions.

Content Writer | QS School Group | 2016–2019

Created and edited academic content, learning modules and assessments, translating complex concepts into clear, student-friendly material.

Project Manager & Grant Writer | The Push | 2016–2019

Led creative projects and cross-functional teams, managing timelines, budgets, stakeholder communications, grant applications and digital campaigns.

Entertainment Journalist | Supanova | 2017–2019

Wrote weekly news and feature content across comics, gaming, film and pop culture, including interviews, pitches and SEO-focused digital publishing.

CAREER HIGHLIGHTS

AI Product Launch
Supported the launch of Cipher's Dimers app and Dimebot AI, attracting 3,000 users in its first month. Shortlisted for three SBC Awards, including a Bronze win for Industry Innovation.

SEO & Audience Growth
Contributed to a 2.97% traffic uplift at Microsoft Clipchamp in my first 6 months, and a 11% YoY traffic growth at PaperCut.

Editorial Impact
Published features for The Guardian and DJBooth, with coverage across BBC radio and television and widespread sharing by music/comic artists, including Marvel's former Editor-in-Chief.

Public Speaking
Delivered a TEDx talk at TEDxMonashUniversity (2018), and was a two-time Australian Poetry Slam state finalist. Facilitated writing and speaking workshops at Clown Doctors Australia, Deakin University, and Melbourne Recital Centre.

BYLINES

ABC | The Guardian | Comic Book Resources
The Source | Dimers | Microsoft | Sneaker Freaker
PaperCut | Tone Deaf | Supanova | Kill Your Darlings
Going Down Swinging | Overland | Verandah
Voiceworks

EXPERTISE & SKILLS

- **Writing & Editorial**: Journalism | Feature Writing Copywriting | Editing | Interviewing | Research & Fact-Checking.
- **Digital Content**: Content Strategy | SEO | UX Writing | Web & Product Content | CMS Publishing | Content Optimisation
- **Audience & Collaboration**: Audience Insights Content Performance | Stakeholder Engagement Cross-functional Collaboration
- **Specialisms**: Plain English | Accessibility Simplifying Complex Information | AI Content Workflows

SOFTWARE & TOOLS

ENPS | Strata | Adobe Creative Suite | WordPress Contentful | Sanity | Microsoft 365 | Canva | Figma | Google Analytics | Google Search Console Amplitude | SEMrush | Ahrefs | Braze | Mailchimp HubSpot | ClickUp | Jira | Confluence | Slack | ChatGPT | Claude

EARLIER EXPERIENCE

Music Journalist | The Brag Media | 2016–2017
Writing Tutor | Words of a Feather | 2015–2018
Music Journalist | OzHipHop.com | 2008–2011

EDUCATION

Bachelor of Arts in Professional and Creative Writing (with Distinction)
Deakin University, AUS