

KIERON BYATT

JOURNALIST & COPYWRITER

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kieronbyatt.com
Remote / AUS



PROFILE

Content creator with 17+ years of experience in marketing, media, and communication. 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. Niches: entertainment, sports, and fitness.

WORK EXPERIENCE

Microsoft

SEO Content Writer

Jul 2024 - Present

Remote, AUS

- Develop data-driven SEO content for blog posts, help articles, and landing pages to improve rankings, enhance CX, and reduce bounce rates.
- Conduct keyword research and competitor, industry trend, and audience analysis.
- Balance user-focused content with SEO best practises and tone of voice guidelines.
- Supporting content creation including images, videos, audio, and Spanish translations.

ABC

Journalist

Mar 2024 - Dec 2024

Melbourne, AUS

- Filed live breaking news for radio and TV in ENPS.
- Crafted copy, voice reported, and edited radio packages using Netia and Stratus
- Wrote scripts for 774 radio bulletins and 7PM television stories.
- Produced digital feature articles and breaking news stories in Core Media.

PaperCut Software

Tech Journalist

Jan 2020 - Nov 2023

Hybrid, AUS

- Reported industry and company news in-house and for third-party publications and closely collaborated with the communications lead and PR agencies.
- Responsible for ideation, research, writing, editing, and formatting SEO-driven feature articles and landing pages.
- Wrote press releases, company PR, case studies, marketing collateral, white papers, and eBooks, and email newsletters.
- Founder, producer, audio engineer, and host of the company podcast.
- AI overview/featured snippets: print nightmare, print spooler, print driver
- Multiple #1 Google SERP results and AI featured snippets

Education Content Writer - QS School - 2016 - 2019, Melbourne

Entertainment Journalist - Supanova - 2017 - 2019, Melbourne

Music Journalist - The Brag Media - 2016 - 2017, Melbourne

Grant Writer & Project Manager - The Push - 2016 - 2019, Melbourne

Digital Content Editor - Schwartz Media - 2009 - 2013, Melbourne

Music Journalist - OzHipHop.com - 2008 - 2011, Melbourne

CAREER HIGHLIGHTS



High-ranking SEO results

Achieved a 2.97% traffic increase for the Clipchamp blog at Microsoft in my first 3 months and an 11% traffic increase for the PaperCut blog in the 22/23 financial year.



Global brand coverage

Adidas, Cambridge University, Casio, Clarks, DC, Google, Instagram, Jordan, Marvel, NBA, New Balance, Nike, Puma, TikTok, and YouTube.

EXPERTISE & SKILLS

[Agile Workflow](#) [Audio Production](#) [Blogging](#)
[Brand Voice](#) [CMS](#) [Competitor Analysis](#)
[Content Audit](#) [Communications](#) [Content Strategy](#) [Copywriting](#) [Cross-functional Teams](#)
[Editing](#) [Email Marketing](#) [Fact-Checking](#)
[Grammar](#) [Investigative Research](#)
[Interviewing](#) [Journalism](#) [Marketing](#) [Media Law](#) [Project Management](#) [Newsroom](#)
[Proofreading](#) [Radio Broadcasting](#) [Public Speaking](#) [Reporting](#) [Scriptwriting](#) [SEO](#) [Social Media](#) [UX Writing](#) [Video Editing](#)

SOFTWARE AND TOOLS

[Ableton](#) [Adobe Suite](#) [Ahrefs](#) [Asana](#) [Canva](#)
[ChatGPT](#) [ClickUp](#) [Cloud Cannon](#) [Confluence](#)
[Contentful](#) [Copilot](#) [Core Media](#) [ENPS](#) [Figma](#)
[Google Search Console](#) [Google Workspace](#)
[Grammarly](#) [Hootsuite](#) [Hubspot](#) [Mailchimp](#)
[Microsoft 365](#) [Monday](#) [Netia](#) [Semrush](#) [Slack](#)
[SquareSpace](#) [Trello](#) [WordPress](#)

EDUCATION

Bachelor of Arts in Professional and Creative Writing (with Distinction)

Deakin University, AUS

SEO fundamentals and keyword certificate
Semrush, USA

Project expert certificate
ClickUp, USA

Conversion copywriting certificate
Copyhackers, USA

LANGUAGES

English ██████████
Spanish ██████████