

# KIERON BYATT

## JOURNALIST & COPYWRITER

 kieronbyatt@gmail.com

 [kieronbyatt.com](http://kieronbyatt.com)



### PROFILE

Content creator with 18+ years of experience in media, communication, and marketing. Bylines include Microsoft, 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.

### WORK EXPERIENCE

#### Cipher Sports Technology Group

##### Copywriter

 Jul 2025 - Present

 Hybrid, AUS

- Craft UX, landing page, and SEO-driven B2C and B2B sports betting content.
- Develop marketing assets and campaigns—EDMs, website placements, subscription modals, and social media—collaborating with designers and videographers.
- Define and maintain brand strategy, tone of voice, editorial standards, and alignment across product and marketing initiatives.

#### Microsoft

##### SEO Content Writer

 Jul 2024 - Jul 2025

 Hybrid, 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.
- 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 collaboration with communications and PR.
- Produced SEO-driven feature articles, landing pages, and marketing content, including digital, print, video, and podcast material
- Created press releases, case studies, white papers, eBooks, and email campaigns.
- Achieved multiple #1 Google SERPs 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 of the PaperCut blog for 2022/2023.



#### 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

Adobe Suite Ahrefs Asana Canva ChatGPT  
ClickUp Confluence Contentful Copilot  
Core Media ENPS Eigma Google Search  
Console Google Workspace Grammarly  
Hootsuite Hubspot Jira 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 