

# KIERON BYATT

SENIOR JOURNALIST & EDITOR

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🌐 kieronbyatt.com



## PROFILE

Senior journalist and editor with 18+ years' experience across newsroom reporting, editorial publishing, digital content, newsletters, and audience-focused storytelling for media, technology, and consumer brands. Specialises in editorial judgement, digital publishing, SEO, audience insights, and engagement.

## WORK EXPERIENCE

### Copywriter | Cipher Sports Technology Group

📅 Jul 2025 - Present      📍 Hybrid, AUS

- Produce editorial sports and betting content alongside UX, lifecycle, and campaign copy across web, email, social, and in-product channels.
- 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 shape content, refine messaging, and maintain consistent editorial standards.

### SEO Content Writer | Microsoft

📅 Jul 2024 - Jul 2025      📍 Hybrid, AUS

- Created articles, landing pages, and B2C and B2B content, translating complex topics into clear, engaging digital stories for global audiences.
- Led content planning and audience analysis, using search and performance insights to identify opportunities and improve digital content.
- Collaborated with designers, marketers, and localisation teams to deliver accurate, audience-focused content across global markets.

### Journalist | ABC

📅 Mar 2024 - Dec 2024      📍 Melbourne, AUS

- Wrote breaking news and scripted content for radio, television, and digital under tight deadlines.
- Researched, reported, produced, edited, and published digital stories and features in a fast-paced CMS newsroom.
- Worked across broadcast and digital teams, balancing speed, accuracy, clarity, editorial judgement, and audience needs.

### Tech Journalist | PaperCut Software

📅 Jan 2020 - Nov 2023      📍 Hybrid, AUS

- Reported on industry and company news, working with communications and PR teams to produce accurate external content and digital stories.
- Produced articles, newsletters, landing pages, and campaigns, adapting editorial content for different audiences and digital channels.
- Created editorial and marketing assets including case studies, product guides, email campaigns, and long-form content.

Education Content Writer, QS School — 2016–2019, Melbourne

Entertainment Journalist, Supanova — 2017–2019, Melbourne

Music Journalist, The Brag Media — 2016–2017, Remote

Grant Writer & Project Manager, The Push — 2016–2019, Melbourne

Digital Content Coordinator, Schwartz Media — 2009–2013, Melbourne

Music Journalist, OzHipHop.com — 2008–2011, Remote

## CAREER HIGHLIGHTS



### 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 2 COVID-19 features for The Guardian. One lead to coverage across BBC radio and television.



### Audience & Industry Reach

Published a feature for DJBooth on hip-hop and comic books, and was widely shared by music and comic book artists, and Marvel's former Editor-in-Chief.

## 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

News Writing | Editorial Writing | Feature Writing | Breaking News | Newsgathering | Sub-Editing | News Presentation | Headline Writing | Research & Fact Checking | Content Editing | Editing & Proofreading | Digital Publishing | CMS Publishing | Audience Insights | Audience Engagement | Content Curation | Newsletter Content | SEO Content | Content Optimisation | Performance Analysis | Web Content | Social Content | Content Strategy | Copywriting | Cross-functional Collaboration | AI Content Workflows

## SOFTWARE & TOOLS

ENPS | Strata | Adobe Audition | Audacity | Reaper | Adobe Premiere Pro | WordPress | Contentful | Sanity | Adobe Creative Suite | Adobe InDesign | Microsoft 365 | Canva | Figma | Google Analytics (GA4) | Google Search Console | Amplitude | SEMrush | Ahrefs | Braze | Mailchimp | Klaviyo | HubSpot | Marketo | Asana | ClickUp | Jira | Confluence | Slack | ChatGPT

## EDUCATION

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