

LEIGH D. STARK

SEO SPECIALIST / CONTENT MANAGER / TECHNOLOGY JOURNALIST

PROFILE

Name

Leigh D. Stark

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SOCIAL

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PROFESSIONAL STATEMENT

When people ask me what keeps me focused on journalism, I tell them that information is the mission, and journalists like myself act as the bridge between complexity and simplicity, working as an unbiased translation system for everyone else.

For nearly ten years, I have worked with this philosophy, producing written content, audio and video productions, and interactive pieces mostly in the field of technology journalism, working across television, radio, and publishing mastheads including the Australian Financial Review, Popular Science, Woman's Weekly, and GadgetGuy, among others.

This love for information is what drives me, and together with a background in development and arts, I will keep attempting to innovate in this space.

EXPERIENCE

2018 - Present

RateCity

SEO & Content Manager

Responsible for RateCity SEO approaches, including content and technical SEO, while also managing a team of content producers across news, articles, features, and video.

2016 - 2018

McCorkell & Associates

Senior Content Manager

Producer and manager of content for B2B organisations and services including Telstra, IBM, and countless others.

2009 - 2016

Gadget Group / GadgetGuy.com.au

Technology Journalist / Content Producer / Developer Journalist, reviewer, search expert, VR developer, audio and video editor, and online editor for various services and websites run by Gadget Group.

Responsible for raising online traffic from 60K monthly uniques to 240K monthly uniques based on long-term editorial strategy with fewer resources.

2008 - Present

Freelancer

Technology Journalist

Writer of articles and reviews for the Australian Financial Review, Popular Science, APC, PC Authority, Woman's Weekly, and more.

2007 - 2009

CBN Media / CyberShack

Technology Journalist / Scripwriter (Radio & TV)

Journalist and content producer for the website, and scriptwriter for TV and radio for CyberShack's media counterparts, too.

EDUCATION

2000 - 2004

Bachelor of Fine Arts

National Art School

SKILLS

Adobe Audition

Adobe InDesign

Adobe Lightroom

Adobe Photoshop

Adobe Premiere

Unity 3D

Unreal (UDK)

Newtek Lightwave

Microsoft Office

Google Analytics

Logic Pro X

SEM Rush

Wordpress

Linux

Search Console

Search Engine

Optimisation (SEO)

PHP

MySQL

HTML / CSS

REFERENCES

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