

LEIGH D. STARK

SEO SPECIALIST / CONTENT EXPERT / TECHNOLOGIST

PROFILE

Name

Leigh D. Stark

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Website

www.leighlo.com


SOCIAL

 facebook.com/leighlo

 @leighlo


 linkedin.com/in/leighlo

 instagram.com/leasedark

 aus.social/@leighlo

PROJECTS

 pickr.com.au

 simplsaver.com

PROFESSIONAL STATEMENT

For most people, technology is just something you use. For me, it's what I live and breathe. It's everything.

For over 15 years, I've written about consumer technology, becoming an award-winning voice heard on radio, TV, web, and print, but my love for tech goes deeper than that..

It extends to the ever-changing nature of the online world, where the constant puzzle that is adapting websites to the evolution of search and programming has become not just a job, but a passion. You'll find me reading, writing, and helping businesses develop the right strategy: content and technical.

What do I do? [As much as I can.](#)

EXPERIENCE

2018 - 2023

RateCity

SEO Manager (Content & SEO Manager - 2018-2021)

Management of SEO & Content team including content SEO, technical SEO, and SEO training. Architected AI SEO approaches.

2016 - 2018

McCorkell & Associates

Senior Content Manager

Producer and manager of content and SEO for B2B clients and services, including Telstra, IBM, AIG, National Dental Care, and more.

2009 -2016

Gadget Group / GadgetGuy.com.au

Online Editor & Content Producer

Reviewer, content writer, search expert, audio and video editor, and developer for GadgetGuy. Admin and web dev for Gadget Group. Responsible for traffic increase strategies on minimal resources.

2007 - 2009

CBN Media / Cybershack

Content Producer & Scriptwriter

Journalist and content producer for Cybershack website. Writer, video editor, and audio editor for CBN's media productions.

2007 - Present

Freelance

Technology journalist for hire, expanding authority and trust. As seen at the Australian Financial Review, Popular Science, APC, and more.

EDUCATION

2000 - 2004

Bachelor of Fine Arts

National Art School - Sydney, Australia

SKILLS & EXPERTISE

Adobe Photoshop

Logic Pro

Unity

Search Console

Adobe InDesign

Final Cut Pro

Unreal Engine

Google Analytics

Adobe Illustrator

Xcode

Wordpress

Google Data Studio

Adobe Premiere

Swift/Swift UI

Microsoft Office

HTML/PHP/CSS

Adobe everything

Figma

SEMRush

monday.com

REFERENCES

Paul Marshall

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