

Mike Kilpatrick

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CAREER SUMMARY

I am a versatile and accomplished digital professional with 13 years' experience in senior roles across media, technology and private and public sector organisations in New Zealand. I am a respected leader who builds strong, diverse teams while empowering employees to work independently and grow their skills.

I'm currently working for Fonterra on a fixed-term contract as a senior business partner in the communications function with responsibility for kaitiakitanga and sustainability. This involves working across all areas of the business to tell the kaitiakitanga and sustainability stories, including external partners.

Until September 2020 I managed all aspects of the **Microsoft News** website to deliver a compelling and relevant experience for consumers, media partners and advertisers in New Zealand. A significant part of my role was building and maintaining partnerships with major NZ media organisations to ensure both a diversity of content for Microsoft News as well as suitable returns for the companies.

I retain contacts and positive working relationships at the highest levels of the majority of New Zealand media organisations and have a strong understanding of the media environment as it continues to adapt to external pressures, such as COVID-19.

I've been writing professionally since I retrained as a journalist and have covered diverse areas such as the Rugby World Cup in 2011, a television review column and technology reviews as well as contracting to Oceania Football Federation to train non-technical staff how to set up and maintain a podcast. I'm comfortable writing, editing and publishing everything from press releases to technical documentation and reviews.

My exceptional writing skills are backed up with the oral skills necessary to excel in an organisation like Microsoft, where my manager and the majority of my colleagues were based overseas and I had to work across many different functions to deliver a product worthy of the end user in New Zealand.

I'm comfortable communicating with all levels in a business and pride and I've spoken at professional events throughout my career, including speeches to 1500 students, training on new software and leading workshops.

My earlier career was in the science industry in various senior roles both in Scotland and New Zealand. During that time I managed large and diverse teams, handled internal and external regulatory audits and successfully negotiated with unions to end a strike that threatened to stop product being sold.

Working hard, finding creative solutions and a strong attention to detail are absolutely core to who I am and my **career goal** is to use my transferable skills in a role which challenges intellectually and professionally with an organisation aligned to my values, beliefs and passions.

My Qualifications include:

Graduate Diploma in Journalism, Auckland University of Technology - 2007

BSc (Hons) in Chemistry with Business Studies, University of Abertay, Dundee – 1997

PROFESSIONAL EXPERIENCE

Microsoft - Market Lead Microsoft News

Apr 2017 – Sep 2020

Managing all aspects of the Microsoft News website including partnerships, creating and implementing strategies for engagement and revenue growth, collaborating with colleagues around the world and use of reporting and analytics tools to monitor performance and inform strategy.

Key achievements:

- Led MSN NZ to becoming the most engaging English language MSN site, measured by Click Through Rate (CTR). This was achieved by setting content strategies, increasing quality standards and using analytics tools, like Omniture, to scrutinise the impact of this work.
- Managed the relationship with all media partners in NZ to identify opportunities to increase revenue streams, monitor feeds for quality issues and review share of voice to ensure consistency of revenue. One key outcome was our ability to retain key partners.
- Through the analysis of search trends and social media engagement data I implemented a series of hubs and social posting initiatives to maximise traffic and increase users by 20 per cent.
- As part of a global initiative, I developed and reviewed NZ-specific automation guidelines and code to support the launch of automation in-market and minimise the impact on KPIs.

Other achievements:

- Developed and implemented a 'working from home' protocol for the editorial team.
- Exceeded all market KPIs for FY20, despite the challenge of COVID-19.
- Developed a global analysis of market reviews to ensure best practices were shared globally.

Microsoft – Senior Editor at Microsoft News

Jan 2016 – Apr 2017

Led all editorial aspects of the Microsoft News website, including the hiring of editorial staff and reviewing and setting of the editorial strategy. I regularly spoke with senior management across the world on the performance of the site against KPIs.

Key achievements:

- Launched quality guidelines to ensure the NZ website wasn't flagged in external quality reviews. We went from being flagged every month to zero flags in three months and this status was maintained for more than three years.
- Shared NZ engagement strategies with other markets in the region, allowing them to successfully increase engagement on their sites.

Auckland District Health Board – Webmaster for ARPHS

Nov 2014 – Jan 2016

Managed all Auckland Regional Public Health Services (ARPHS) external facing websites, intranet sites and social media channels. I developed and lead the implementation of the social media strategy and proposed and managed projects to improve all digital channels. I was also on the on-call roster for media enquiries.

Key achievements:

- Worked with the Healthy Auckland Together project team to identify potential web solutions and partners that best matched their strategy. All of my recommendations were accepted, and I worked with the teams to ensure the site was fully tested before launch.
- Updated the look, feel and structure of the ARPHS intranet and internet sites to better reflect their usage and user feedback.

Milly's Kitchen – Webmaster and Communications Manager

Apr 2014 – Nov 2014

Managed Milly's digital canvasses, including the external website, the e-commerce portal and social media. Created and managed all electronic mail campaigns and took wrote key content for the website and printed materials, such as the high-quality yearly catalogue.

Key achievement:

- Significantly increased conversion of sales from the newsletter by undertaking a complete redesign to modernise the look and make the content more current.

Stuff.co.nz – Senior Sports Web Editor**Feb 2013 – Apr 2014**

Led all sports activity for the Stuff website, including the development of a team of five digital sports journalists. Liaised with marketing, project, IT and video staff on revenue and growth opportunities for the sports site. I also wrote the 'Couch Potato' television review column.

Key achievement:

- Increased the gap between Stuff and our main competitors (NZ Herald and Yahoo!) as the top sports website in New Zealand (Nielsen) by ensuring fast and accurate content was surfaced on both the home page and sports pages.

Yahoo! New Zealand – Senior Sports Editor**Nov 2007 – Feb 2013**

Managed a team of sports editors and weekend contractors, led coverage of Rugby World Cup 2011, including all reporting of the semi-finals and final, worked with overseas teams to create mini-sites to support key competitions and wrote sports, technology, music and movies content.

Key achievement:

- Under my management the site became the second largest sports site in New Zealand (Nielsen) ahead of the Herald. This was done by focusing limited resources on high-quality and engaging content and working with a limited budget on key external contributors to further engage current users and bring in new ones.

Sportal – Freelance Writer**July 2007 – Nov 2007**

I wrote rugby stories for Sportal and the official websites of the All Blacks and the Australian NBL while studying journalism at AUT.

Key achievement:

- Formed a working relationship with sports stars including All Blacks, ex-All Blacks and basketball players to ensure interesting and unique stories were written for the websites.

Earlier career within the science field included the following:**Healtheries** - Laboratory Manager, 2005 – 2007**Douglas Pharmaceuticals** - Senior Quality Assurance Officer/Validation Officer, 2005**GlaxoSmithKline** - Laboratory Manager/Site Implementation Manager/Other roles, 1998 – 2004

Further information on these roles and my achievements are available on request.

KEY SKILLS

Editing and writing | Communications | Strategy and planning | Problem Solving | Growing audience and revenue | Product, project and partner management | Creating and managing high-performance teams | Budget management | Social media strategy and guideline development

INTERESTS

Reading | Writing | Running | Movies and television | Technology | Art | Quizzes | Music | Wrestling |