

Hello, I'm Mitch Brook

I've been a travel editor for nearly ten years, and am an award-winning travel writer and journalist. After that long I think I'm damn good at it. As editor I lead a team, create and execute strategy, manage budgets, oversee social amplification and report on everything so we know what works. To create one of Australia's best travel publications, I work regularly with freelancers, am constantly researching travel and food trends and obsessively plan my own travel around the experiences – especially food – I want to witness.

Skills

- Journalism, content writing, grammar
- Editing, fact-checking
- Editorial calendars and social media
- Staff management and hiring
- Research and trends
- Organization.

Education

MA Creative Writing

2013 | University of Technology, Sydney

B International Studies

2010 | Macquarie University, Sydney

Study Abroad Semester

2009 | Universidad del Pacífico, Lima, Peru

Experience

Editor, [AWOL.com.au](#)

oOh!Media, Sydney | Jan 2018 – Present

As Editor I'm responsible for all editorial output across the site and social media. I also manage my own team, create and execute editorial strategy and oversee travel video packages for social. I consistently exceed targets for content quotas, quality and traffic delivery.

- Editorial leadership on the site and oversight of its strategic vision, including expanding content offering into food and local coverage
- Implemented and execute new content calendar and tracking
- Work across departments to extend AWOL's reach and visibility
- Commission, edit, fact-check all content to high editorial standards.

Managing Editor, Travel, various titles

Hardie Grant Media, Sydney | Jul 2016 – Dec 2017

I was managing editor across up to five travel titles at any one time, leading a team to deliver the highest-quality editorial projects on behalf of a range of blue-chip, government, small and large companies.

- Research, write, commission and edit restaurant and travel content for city guides including Sydney, Melbourne and Parramatta, as well as oversee freelancer sourcing, photography, design and publication
- Manage projects to ensure they're delivered on time and to budget
- Commission, write, edit, fact check all content.

Deputy Editor

Edge, Sydney | Aug 2015 – Jul 2016

As part of a team I launched the online presence for Australia's largest pet company, creating written, video and image content for the site.

- Commission, write, edit and fact check content for the site
- Manage processes, deadlines and staff alongside the editor.

Deputy Editor, [Jetstar Magazine](#)

Ink Global, Melbourne | Dec 2013 – Jul 2015

As Deputy Editor and staff journalist I worked across all stages of production, from concept and writing to editing, sign-off and delivery.

- Editorial strategy with editor for each issue and magazine redesign
- Researching and presenting ideas across travel, food and lifestyle
- Upload of content to CMS, travelling on assignment, client presentation.

Assistant Editor, [OUTthere Magazine](#)

Edge Custom Media, Sydney | Nov 2010 – Dec 2013

I worked across the entire production process, contributing strategy and content. I wrote, commissioned, edited and fact-checked and assisted in managing deadlines and staff.

 mitch.brook@gmail.com

 (939) 366-0379
 +61 447 788 555 (Au)

 [linkedin.com/in/mitchbrook](https://www.linkedin.com/in/mitchbrook)