

Mitch Brook

Communications Director & Editor in Chief | Editorial, Communications and Branded Content

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SUMMARY

Communications director and editor in chief with more than 15 years in corporate communications, editorial direction, branded content and journalism in New York, Sydney and Melbourne. At PayPal, leads a team of five across the U.S., Canada and the U.K. and sets editorial direction for a 14-market public Newsroom network and the employee platform. Also owns the company's editorial standards review for external media materials and leads its generative engine optimization (GEO) program. Began in custom publishing, editing branded titles and content programs for Qantas, Westpac, Jetstar, Flight Centre, Petbarn and the City of Parramatta. Independent editor and contributor to agencies and publications throughout career. Has established and/or maintained editorial voice and style guides in every role, commissioned and developed writers for more than a decade, and ties every channel to measured outcomes.

CAREER HIGHLIGHTS

- **Directly responsible for global content strategy, development and reporting** for PayPal's 14-market public Newsroom network, whose primary audiences include journalists and investors.
- **Built PayPal Newsroom storylines for major multichannel campaigns:** Small Business Spotlight founder profiles, Modern Enterprise customer stories and consumer stories with external experts, often drawn from PayPal data and surveys and extended across social, paid media, influencer and syndication channels.
- **Led PayPal's intranet replacement:** the Exchange launched at a 7x higher engagement rate than the legacy platform and grew its reach to 62% of the global workforce, with 81% of visitors actively engaging.
- **Lead PayPal's generative engine optimization (GEO) program**, keeping Newsroom and corporate content retrievable and citable in AI search.
- **Established PayPal's in-house video production capability** for employee and external social content, and created PayPal Evolve, a premium executive-led employee learning series.
- **Editor of AWOL for Qantas and The Cusp for Westpac** at Junkee Media; AWOL was named Custom Publication of the Year at the Mumbrella Publish Awards 2018.
- **Ran up to five branded titles at once** at Hardie Grant Media, including Flight Centre's Travel ideas (Best Overall Editorial – Print, Content Marketing Awards 2016), and named and launched the City of Parramatta's Taste, Discover and Explore guides.

EXPERIENCE

PayPal, New York, NY

12/2021 – Present

Global payments company of about 23,800 employees. Global Corporate Affairs, through a period of significant organizational transformation.

Communications Director & Editor in Chief

02/2025 – Present

Scope: Lead the Content team within Corporate Affairs, comprising five direct reports in New York, Omaha, Austin, Toronto and London, plus dotted-line contributors across internal and external channels.

- Hold editorial authority over PayPal's owned channels: a 14-market global Newsroom network, whose primary audiences include journalists and investors, and the Exchange employee platform. Set editorial direction across Newsroom markets without direct reporting lines.
- Own Style Check, PayPal's enterprise editorial standards review for external media materials, applying AP Style and brand voice guidelines; regularly review and edit press releases and announcements.
- Own editorial review from intake through publication for announcements and contributor submissions. Take Newsroom stories through corporate affairs, legal, marketing and leadership review, and publish major

announcements end to end, including sensitive organizational-change news, with product, PR, brand and regional teams.

- Lead PayPal's generative engine optimization (GEO) program to keep owned content retrievable and citable in AI search, reworking Newsroom and corporate site architecture, structured data and writing standards with web, SEO and systems teams.
- Established PayPal's in-house video production capability, covering employee video and external social video, and lead its creative direction for Communications and Corporate Affairs; named and created PayPal Evolve, a premium executive-led employee learning series.
- Repurpose external announcements, press releases and executive podcast appearances into stories for employee channels.
- Translate technical subjects for a company-wide audience, editing news and blog submissions from engineering contributors and adapting stories from PayPal's tech blog.
- Employee communications lead for CEO and executive engagement: Global Town Halls, the "Ask the CEO" program, and executive bylines, blogs and leader notes written in executives' voices.
- Led the editorial and change-management workstream replacing the legacy intranet with the Exchange (September 2025): content strategy, archive migration and stakeholder rollout. Matched prior daily traffic within weeks at a 7× higher engagement rate (1.4% to 9.8%).
- Grew the Exchange's reach from 53% to 62% of the global workforce, with 81% of visitors actively engaging; sustained 19% quarter-over-quarter growth through a company reorganization as news readership doubled.
- Rebuilt communications measurement around reach and action after correlation analysis showed reactions did not predict employee behavior; quarterly reporting now sets the following year's editorial and channel investment. Grew the all-employee newsletter open rate from 42% to 70% in five quarters, 24 points above benchmark.

Senior Manager, Managing Editor

12/2021 – 02/2025

Scope: Managed corporate Newsroom content, including end-to-end editorial stories and news and PR publishing support, as part of the Brand Communications team.

- Designed the enterprise content strategy and channel framework (pillars, beats, cadences and channel roles) that remains PayPal's operating model.
- Built editorial storylines for PayPal Newsroom, including Small Business Spotlight, Modern Enterprise and consumer-led stories, as the branded content component of major multichannel campaigns. Stories often drew on PayPal data and surveys and ran Newsroom-first, then across social, paid media, influencer and syndication channels and to employees. Directed external experts and partnered with agencies to produce campaign work.
- Managed the PayPal News social channel on X (formerly Twitter).
- Ran the internal channel mix (intranet, employee newsletter, all-employee Slack, global digital signage and enterprise email) and built the performance reporting behind the annual editorial plan.
- Grew monthly internal editorial views of top-10 posts more than 10× year over year while nearly tripling monthly output across the team and lifting average post views 18%.
- Wrote and edited for the company's most senior audiences: executive blogs and bylines, CEO moments, earnings-cycle employee communications and enterprise announcements.

Independent Editor & Content Consultant, New York / Sydney

11/2010 – 12/2021

Editorial, content strategy and brand writing for U.S. and Australian B2B and B2C clients across travel, commerce, business and entertainment; freelance alongside staff roles, full time from 2020. Selected work below.

- **Features Editor, Screen Rant** (02/2021 – 11/2021): ideated, commissioned, edited and published entertainment features using SEO and performance analysis; interviewed stars and crew at press junkets for new releases.
- **B2B and thought-leadership writer, Skift**: industry content built on executive interviews and original research for brands including Visa, Accor, Visit Houston and Visit Fort Worth.
- **Commerce writer, StackCommerce**: commerce content for titles including the New York Post, Financial Post and ExtremeTech.

- **Newsletter editor and content strategist** for clients including Springboard, Trekk, oOh!media and Truly Aus/AusBiz: planned, wrote and maintained email programs and audience databases.
- **Contributor** to Concrete Playground, Australian Traveller and CEO Magazine; regular Sydney column for Scoot Magazine and Smile. Interviews with senior leaders at companies including Visa and Pixar.

Junkee Media (oOh!media), Sydney

01/2018 – 03/2020

Digital publisher and branded content studio producing custom publications for major Australian brands; part of out-of-home media company oOh!media.

Editor, Digital and Branded Content: AWOL for Qantas and The Cusp for Westpac

Scope: Site, social, video, newsletters and in-office digital screens; full commissioning budget for written and visual content. Reported to Director, Creative Studio.

- Owned editorial strategy, voice and style guides, and monthly content plans for two brand publications: Qantas' travel title AWOL and Westpac's financial well-being title The Cusp.
- AWOL named Custom Publication of the Year at the Mumbrella Publish Awards 2018.
- Exceeded website traffic targets month over month, using analytics to steer strategy toward constant audience growth, engagement goals and the clients' brand pillars.
- Ran all social channels for both titles and extended each across site, social video, newsletters and digital screens in varied contexts (such as Westpac offices and Qantas seatback screens), adapting messaging for readers, clients and internal stakeholders.
- Commissioned, edited and fact-checked all content; found and developed new writers. Described by the creative director as "the most proficient technical editor in the company."
- Worked cross-functionally with sales, account management, client teams and parent company oOh!media.

Hardie Grant Media, Sydney

07/2016 – 12/2017

Custom publishing division of Hardie Grant, producing branded titles for corporate and government clients.

Managing Editor

Scope: Editorial project lead supported by a team of internal and external editors, writers, designers and copy editors; full commissioning budget for written and visual content.

- Led production of up to five branded titles at a time for blue-chip, government and small-business clients, including Flight Centre Travel ideas and Luxury Escapes Travel Post magazines and city guides for Sydney, Melbourne and Parramatta.
- Travel ideas won Best Overall Editorial – Print at the Content Marketing Awards 2016.
- Named and launched the City of Parramatta's dining and activity guides, Taste, Discover and Explore Parramatta, and set their editorial strategy and voice.
- Delivered projects on time and to budget as primary contact for each client; member of the new business team.
- Coordinated photography, editorial, design, ad sales and account management to deadline; commissioned, wrote, edited and fact-checked all content.

Edge, Sydney

08/2015 – 07/2016

Custom publishing and marketing agency developing branded content for high-visibility clients.

Deputy Editor, Branded Content

- Part of the team that launched the online content hub and social channels for Petbarn and Greencross Vets, Australia's largest pet lifestyle and vet company, reaching more than 11,000 unique monthly visitors who stayed longer and spent more than e-commerce visitors.
- Ran social channels for Petbarn and Greencross Vets and directed the For Better Humans social video and photo series, scripting the videos and running the interviews.
- Set and ran the content calendar across web, social and video; used performance analysis to shape forward planning.
- Directed video and photo shoots, commissioned writers and designers, and presented strategy to client stakeholders; co-managed staff and deadlines with the editor.

Ink Global, Melbourne

12/2013 – 07/2015

Global media company based in London, focused on developing in-flight and ancillary media for airlines.

Deputy Editor, Jetstar Magazine

- Second in charge of a monthly in-flight magazine of up to 224 pages; led the creative team in the editor's absence.
- Worked on the full redesign and editorial overhaul for Jetstar's 10th-anniversary issue (May 2014); the magazine was shortlisted for Best Travel & Leisure at the International Content Marketing Awards 2014.
- Planned issues and commissioned writers and photographers; worked with the commercial team on native content; managed jetstarmag.com via CMS.

EARLIER CAREER

Assistant Editor, OUTthere, Inside Mining and Regional Business Review, Edge Custom Media, Sydney (2010–2013): supported editorial production end to end including ideating, issue planning, commissioning, editing, subediting, proofreading, and signoff for press. Led the launch of OUTthere's website and social channels, ran the intern program, and worked with Regional Express, Airnorth and Skytrans clients directly. New Journalist of the Year, Publishers Australia Excellence Awards 2011.

EDUCATION

MA, Creative Writing, University of Technology Sydney

Bachelor of International Studies, Macquarie University; study abroad, Universidad del Pacífico, Lima, Peru

AWARDS

Best Employee Engagement (Employee Appreciation Week), Ragan HR Awards 2025 | Custom Publication of the Year (AWOL), Mumbrella Publish Awards 2018 | Best Overall Editorial – Print (Travel ideas), Content Marketing Awards 2016 | Shortlist, Best Travel & Leisure (Jetstar Magazine), International Content Marketing Awards 2014 | New Journalist of the Year, Publishers Australia Excellence Awards 2011

SKILLS

Editorial & Content: Editorial direction and strategy, newsroom management, branded content and content marketing, commissioning, top- and line-editing, copy editing (AP Style), fact-checking, editorial voice and style guides, thought leadership, executive bylines, print and digital publishing, photo and video direction

Communications: Corporate, internal and executive communications, change communications, enterprise announcements, editorial standards and governance, disclosure and message risk, stakeholder management, issues support

Audience & Search: SEO, generative engine optimization (GEO/AEO), social media, newsletters and audience databases, multichannel campaigns and amplification, digital screens and signage

Strategy & Measurement: Content and channel strategy, communications measurement and analytics, performance reporting, intranet and corporate web strategy, platform migration

Publishing Operations: Editorial calendars, review and approval workflows, cross-functional publishing with legal, PR, product and brand teams, CMS management, print production

Leadership: Team leadership and coaching, global matrix leadership, budget management, agency, freelance and vendor management, cross-functional program leadership, client management and new business

Tools: Poppulo, SharePoint, Slack, WordPress and custom CMS, Adobe Photoshop and InDesign, web analytics, HTML, MS Office, Google Workspace