

Mitch Brook

Communications Director & Editor in Chief | Executive, Internal, and External Communications

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SUMMARY

Communications director and editor in chief with 15+ years across corporate communications, branded content and journalism in New York, Sydney and Melbourne. At PayPal, holds editorial authority over the employee intranet and a 14-market Newsroom network, reaching about 28,000 employees and external audiences worldwide, and leads a team across the US, Canada and the UK. Partners with executives and Corporate Affairs leadership on message discipline and ties every channel to measured outcomes. Earlier built award-winning content programs for Qantas, Westpac, Jetstar and the City of Parramatta.

CAREER HIGHLIGHTS

- **Directly responsible for global content strategy, development, and reporting** for PayPal's 14-market public-facing Newsroom network.
- **Led PayPal's intranet replacement:** The Exchange launched at a 7× higher engagement rate than the legacy platform and now reaches 62% of the global workforce, with 81% of visitors actively engaging.
- **Grew PayPal's internal editorial readership of top posts more than 10× year over year** and lifted the all-employee newsletter open rate from 42% to 70%, 24 points above benchmark.
- **Editor of AWOL for Qantas**, named Custom Publication of the Year at the Mumbrella Publish Awards 2018.
- **Helped launch the content hub for Petbarn and Greencross Vets**, reaching 11,000+ unique monthly visitors who stayed longer on site and spent more than e-commerce visitors.
- **Ran up to five branded titles at once** Hardie Grant Media for corporate and government clients including Flight Centre, and City of Parramatta, launching local Taste, Discover and Explore guides.

EXPERIENCE

PayPal, New York, NY

12/2021 – Present

Global payments company of about 28,000 employees. Global Corporate Affairs, through a period of significant organizational transformation.

Communications Director & Editor in Chief

02/2025 – Present

Scope: Lead content team comprising five direct reports in New York, Omaha, Austin, Toronto and London, plus other contributors.

- Hold editorial authority over PayPal's owned channels: The Exchange employee platform and a 14-market global Newsroom network. Own the enterprise Style Check governance process.
- 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.
- Employee communications lead for CEO and executive engagement: Global Town Halls, the "Ask the CEO" program, and executive bylines.
- Lead PayPal's program to keep owned content retrievable and citable in generative search, reworking Newsroom and corporate site architecture, structured data and writing standards with web, SEO and systems teams.
- 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.

- Built in-house video shooting and editing capability and created PayPal Evolve, a premium executive-led employee learning series as well as regular video employee and social comms.
- Set editorial direction across the 14-market Newsroom network without direct reporting lines, and publish major announcements end to end, working cross-functionally across legal, product, PR, brand and regional teams.

Senior Manager, Managing Editor

12/2021 – 02/2025

- Designed the enterprise content strategy and channel framework (pillars, beats, cadences and channel roles) that remains PayPal's operating model.
- Grew monthly internal editorial views of top-10 posts more than 10x year over year, while nearly tripling monthly output across team, and lifting average post views 18%.
- 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.
- 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 US and Australian B2B and B2C clients across travel, commerce, business and entertainment; full-time from 2020.

- **Features Editor, Screen Rant** (02/2021 – 11/2021): ideated, commissioned, edited and published features using SEO and performance analysis, participated in press junkets for new releases interviewing stars and crew.
- **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, in-office digital screens. Reported to Director, Creative Studio.

- Owned editorial strategy and monthly content plans for two brand publications: Qantas' travel title AWOL and Westpac's financial-wellbeing title The Cusp.
- AWOL named Custom Publication of the Year at the Mumbrella Publish Awards 2018.
- Exceeded website traffic targets month on month, using analytics to steer strategy toward constant audience growth, engagement goals and the clients' brand pillars.
- Extended each title across site, social video, newsletters and digital screens in varied contexts (such as Westpac offices, 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 subeditors.

- 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.
- Launched publications and set editorial strategy for the City of Parramatta's dining and activity guides: Taste, Discover and Explore Parramatta.
- 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 11,000+ unique monthly visitors who stayed longer and spent more than e-commerce visitors.
- 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 inflight and ancillary media for airlines.

Deputy Editor, Jetstar Magazine

- Second in charge of a monthly inflight 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): led the launch of OUTthere's website and social channels, ran the intern program, and worked with Regional Express, Airnorth and Skytrans. 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

Communications & Governance: Executive communications, change communications, internal and corporate communications, editorial governance, disclosure and message risk, stakeholder management, crisis and issues support

Strategy & Measurement: Content and channel strategy, intranet and corporate web strategy, generative engine optimization (GEO/AEO), communications measurement and analytics, platform migration

Editorial & Content: Editorial strategy, newsroom management, commissioning, top- and line-editing, fact-checking, brand voice, branded content, thought leadership, multimedia and video oversight

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

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