

Neil Varcoe

Journalist and digital executive with 20 years experience in media and technology.

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LOCATION Sydney, Australia
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ACHIEVEMENTS

- Created a world-first training curriculum at Google focused on the business side of journalism.
- Designed and delivered digital skills workshops at News Corp. NewsU transformed the business through training. It was provided in-person and remotely, creating capability and lifting commercial performance.
- Launched Storyful in Australia. Grew the business to 10 employees within 12 months with 1M in revenue.
- Created the first social media strategy for the Australian Broadcasting Corporation.
- Directed Foxtel's online and mobile coverage of the Vancouver Winter Olympics and the Delhi Commonwealth Games. It was the most comprehensive broadcast in Australian history.
- Created a course at the University of Technology Sydney focused on entrepreneurship and technology-driven storytelling.
- Own and operate a cattle farm in Country NSW. Warramba blends traditional farming techniques with new ideas and technology. It's also a luxury farmstay and fashion location.

EDUCATION

University of Sydney

Master of Creative Writing
February 2011 - December 2012

Macquarie University

Bachelor of Media Writing
February 2002 - December 2005

SKILLS

Digital Transformation
Partnerships
Business Development
Team Leadership
Audience Development
Training and Capability
Social Media Strategy
Digital Strategy
Online Investigations
Social Media Verification
Breaking News Coverage

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Creative Problem Solving
Data-led Decision-making
Analytical Thinking
Relationship Building

INTERESTS

Technology
Publishing
Digital Trends
Sustainable Farming
AgTech
Reading
Writing

PUBLIC GOOD

1% for the Planet Partner Business
January 2020 - Present

Online News Association, Australia
Co-founder
April 2016 - Present

Sydney Story Factory
Donor and Volunteer Tutor
April 2013 - Present

Sydney Dance Company
Digital Futures Project
September 2012 - November 2012

EXPERIENCE

Twitter Australia

Country Lead, Editorial Curation
August 2021 - Present

Creating a conversation layer worthy of the world.

- Oversee Curation in Australia. My team quickly, accurately and objectively summarise complex conversations in real-time.
- Manage misinformation on the platform, applying and refining Twitter standards and policy.
- Bridge between the product and our most important creator class, journalists and publishers.

Google Australia

News Lab Publishing Fellow
June 2020 - June 2021

Turning local, regional and small news publishers into sustainable digital businesses.

- This 12-month role involved understanding the diverse needs of a range of news publishers.
- Created a world-first training curriculum focused on the business side of journalism. Trained 1500 individuals.
- Delivered 57 publisher consultations. This included major publishers, family-owned papers and start-ups.
- Lead trainer for the Asia-Pacific for Digital Growth Program. Taught revenue generation and audience development to publishers across the region.

News Corp Australia

Head of Editorial Capability
November 2018 - April 2020

Transformed News Corp newsrooms through technology and training.

- This role involved scaling NewsU, delivering an emerging editorial leaders program and connecting people with skills and advice across the company.

News Corp Australia

Head, NewsU
May 2018 - April 2020

Partnered with newsrooms to deliver change.

- Delivered digital skills platform NewsU to every newsroom at News Corp. NewsU trained 1000 journalists in social media, search and mobile video. It had a 100 per cent approval rating.

News Corp Australia

Business Consultant
August 2017 - February 2018

My role was to create largescale cultural change through training.

- Designed, tested and launched an editorial training program for News Corp newsrooms.
- The course was described as either "inspiring" or "informative" or "transformational" by 92 per cent of respondents.
- 93 per cent of respondents said they were "likely" or "highly likely" to recommend the program to a colleague.

University of Technology

Sessional Lecturer
August 2017 - Present

As a lecturer in the Advanced Journalism Masters, my role is to equip students with tools to excel in the newsrooms of today and tomorrow.

- Develop and deliver skills workshops focused on technology-driven storytelling.

Storyful

Country Head
April 2015 - June 2016

As Partnerships Director, my role was to kickstart APAC operations.

- Identified opportunity and pitched Asia-Pacific expansion to Storyful.
- Secured \$2m investment from News Corporation.
- Scaled team from one to ten within 12 months.
- Delivered \$1m in revenue in the first year.

ABC Australia

Head of Social Media
March 2012 - January 2015

As Head of Social Media, my role was to deliver the ABC's overall social media strategy.

- Created and executed the first enterprise-wide social media strategy for the national broadcaster.
- Wrote a discussion paper on social media risk and how to mitigate it that led to immediate reform.
- Explored new tools and platforms, consulted on major projects, advised on emerging technologies.

University of Sydney

Postgraduate (sabbatical)
February 2011 - June 2012

As a postgraduate writing student, I moved one step closer to becoming a published novelist.

- Studied creative writing, literary journalism and script writing with some of Australia's greatest living writers, including David Marr, James Bradley, Frank Moorhouse, David Brooks and Sue Woolfe.

Foxtel

Online Producer and Social Media Strategist
July 2009 - November 2010

As Online Producer and Social Media Strategist, I was responsible for web and mobile publishing.

- Directed the online and mobile coverage of the Vancouver Winter Olympics and Delhi Commonwealth Games for the official broadcaster. Six channels were streamed simultaneously online and on mobile, setting a mark rivals took 7 years to pass.

Yahoo!7

Olympics Producer
Weekend News Editor
May 2008 - May 2009

As Olympics Producer, I was responsible for all online coverage before, during, and after the Games.

- Directed the editorial coverage of the 2008 Beijing Olympic Games for the official online broadcaster.
- Edited the Yahoo! homepage and news websites.

Macquarie National News

News and Sports Editor
October 2007 - May 2008

The News and Sports Editor runs the coverage for news, sport and the home page.

- Set the editorial agenda for one of Australia's first breaking news sites, livenews.com.au, based at Radio 2GB in Sydney.

Fairfax Media

Journalist
February 2006 - July 2007

A cadet journalist undergoes robust training while working, a senior journalist is a newsroom leader.

- Cadet at Australia's largest community newspaper, *The St George and Sutherland Shire Leader*.
- Promoted to senior journalist after 12 months.

References available on request.

For more examples of my work, visit neilwrites.com. Thank you for your consideration.

NOTES

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