

# Keith Bryant

[Website](#) | [News Clips](#)

Long Beach, CA

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## Multiplatform Communicator

**Dynamic Leader | Creative Content Creator | Multimedia Writer**

Dynamic leader with experience in multiplatform writing, digital and TV content production, journalism, and meteorology. Passionate about creating captivating headlines, developing engaging content, educating audiences about news and current events, building strong brands, and embracing modern technologies. Exceptional communicator and team leader, excelling in organizational leadership. Motivated by opportunities to mentor next generation of leaders.

**AP Style Writing | Content Strategy | Copyediting | Graphic Design | Marketing  
News Production | Project Management | SEO | Social Media | Web Management**

## Professional Experience

**YOH / NBC 4 LOS ANGELES**, Universal City, CA

2024 to Present

### Freelance Content Producer

Manage writing, producing, desktop editing, gathering content, working with news staff, assisting with live-shot content, and updating stories throughout newscast. Direct editorial and creative development and news segments across all NBC4's platforms. Backfill as news producer on NBC LA newscasts and special programs.

**SPECTRUM NEWS**, El Segundo, CA

2022 to 2024

### Senior Digital Producer and Meteorologist

Utilized multimedia approach, including video, written articles, search engine optimization (SEO), and interactive features, curating news and weather content across website, Spectrum News App, and FAST channels. Supported local and national news and weather teams with content and guidance. Researched, wrote, edited, and published science-related articles for non-scientific audiences using AP-style and company-style guides.

- Led cross-departmental initiative, growing multimedia content in stories by 50% and increasing from 3 to 9 weekly videos.
- Wrote and produced 50+ national news clips centered on day-to-day weather, extreme weather, climate change, and science, contributing to top 10 most-read articles weekly on Spectrum News App.
- Provided cross-training and mentoring to junior teammates, ensuring proficiency in all processes.

**NBC 7 SAN DIEGO**, San Diego, CA

2020 to 2022

### News Producer

Supervised team of 9 people comprising story producers, reporters, anchors, and assignment desk editors for NBC 7 News Today and NBC 7 News Midday, leading content creation.

- Crafted and edited news stories for broadcast, digital, and streaming platforms, including podcasts and web articles, guaranteeing cohesive and informative narratives across various media channels.

**NBC CONNECTICUT**, West Hartford, CT

2017 to 2020

**News Producer and Weather Producer**

Originated, researched, led, wrote, and produced newscasts and content segments for NBC CT Today and NBC CT Weekend Today. Created stories with executive producers, assignment editors, reporters, and anchors.

- Achieved 70% increase in weekend morning ratings for all news-watching Households Saturday-Sunday from 2018 to 2019 for NBC CT Weekend Today by producing and writing newscasts.
- Conceptualized and executed community affairs and food segments for weekend newscasts, demonstrating creative approach to content and enhancing viewer interest.
- Collaborated with meteorologists and producers, highlighting "First Alert Weather" brand, ensuring seamless integration of weather updates within newscasts.

**KERO-TV**, Bakersfield, CA

2015 to 2017

**News Producer**

Led daily production of newscasts, wrote scripts, created graphics, and oversaw production process.

- Identified, pitched, wrote, and edited news copy quickly and accurately in deadline-driven environment.
- Executed quick and effective editorial judgments during day-to-day news coverage and breaking news, delivering dynamic and accurate stories and segments.

**Associations****SAN DIEGO ASSOCIATION OF BLACK JOURNALISTS**, San Diego, CA

2021 to 2023

**President**

Managed 501(c)(3) organization with over 30 members, providing operational oversight to meet organizational goals.

- Spearheaded innovation and implementation of professional and educational programs, elevating organization's offerings and enhancing member engagement.
- Cultivated and promoted organization's brand across multiple multimedia platforms, implementing strategies that enhanced visibility and engagement.

**Education | Certifications**

- Courses Toward Master of Arts (MA), Digital Audience Strategy, Arizona State University, Walter Cronkite School of Journalism (Online)
- **Bachelor of Science (BS)**, Operational Meteorology, Mississippi State University (Online)
- **Bachelor of Science (BS)**, Broadcast Journalism, San Jose State University, San Jose, CA
- Certification, Inbound Marketing, HubSpot
- Certification, Social Media Marketing, HubSpot