Keith G. Bryant

Multiplatform Storyteller | Communications Strategist | Social Media Specialist

562.702.7453 | keithingtonbryant@gmail.com | LinkedIn | Website | News Clips | TikTok | Long Beach, CA

Experienced multiplatform storyteller and communications leader skilled in producing content across digital, TV, and social platforms. Proven record of strengthening audience engagement, improving workflows, and driving creative strategies that inform and inspire. Passionate about storytelling, mentorship, and using data to guide impactful communication.

AREAS OF EXPERTISE

AP Style Writing | Audience Insights | Content Creation | Community Management | Copyediting | Copywriting
Digital Content Strategy | Graphic Design | Influencer Partnerships | Journalism | Media Relations | News Producing
Project Management | Public Relations | SEO & Social Media | Stakeholder Engagement | Story Pitching | Team Leadership

PROFESSIONAL EXPERIENCE

Public Communications Officer | 07/2025 - PRESENT
LA Metro | Los Angeles, CA

- Create and manage digital content across Metro's social media and website, reaching millions of riders.
- Drive community engagement by resolving customer inquiries and concerns in real time, improving response efficiency.
- Partner across Public Relations, Community Engagement, and Marketing to align messaging and promote key service updates.
- Develop and analyze rider sentiment reports to guide communication strategies and enhance public trust.
- Write and produce executive presentations and public announcements for internal and external audiences.
- Manage and evaluate social media engagement metrics to track campaign outcomes and inform future strategy.

Content Producer | 03/2024 - 07/2025
NBC4 Los Angeles | Universal City, CA

- Produced and wrote daily and breaking news content for broadcast and digital platforms, contributing to market-leading coverage.
- Managed live shot coordination, script writing, and story updates to maintain accuracy and viewer engagement.
- Backfilled as producer for NBC4 newscasts and specials, ensuring seamless editorial operations under tight deadlines.

Senior Digital Producer and Meteorologist | 01/2022 - 03/2024
Spectrum News | El Segundo, CA

- Spearheaded cross-departmental initiative that grew multimedia storytelling by 50%, expanding from 3 to 9 weekly videos.
- Led digital media projects from concept to completion, aligning with company strategy and ensuring measurable impact through analytics.
- Produced and published 50+ science and weather explainers that consistently ranked among the network's top 10 stories.
- Boosted digital engagement by simplifying complex weather and climate topics for general audiences.
- Collaborated with journalists and meteorologists to ensure scientific accuracy and clarity in public-facing communications.

News Producer | 01/2020 - 01/2022
NBC7 San Diego | San Diego, CA

- Led a team of 9 producers, anchors, and editors to deliver live newscasts for NBC 7 News Today and Midday.
- Managed story selection, show pacing, and editorial direction to ensure cohesive storytelling across broadcast, digital, and podcast platforms.
- Coordinated live coverage during breaking news events, maintaining accuracy and viewer clarity under pressure.

News and Weather Producer | 12/2017 - 01/2020
NBC Connecticut | West Hartford, CT

- Produced and wrote NBC CT Weekend Today, driving a 70% increase in weekend morning ratings from 2018 to 2019.
- Created community and lifestyle segments that deepened viewer engagement and enhanced brand identity.
- Strengthened collaboration between weather and news teams, improving First Alert Weather's visibility across platforms.

News Producer | 09/2015 - 11/2017
KERO-TV | Bakersfield, CA

- Produced daily newscasts and oversaw editorial operations, ensuring accuracy and visual consistency.
- Delivered breaking news coverage with speed and precision, reinforcing the station's reputation for reliability.

EDUCATION

Master of Science, Digital Audience Strategy
Arizona State University – Walter Cronkite School of Journalism and Mass Communication

Bachelor of Science, Operational Meteorology
Mississippi State University

Bachelor of Science, Broadcast Journalism
San Jose State University

TECHNICAL SKILLS

Adobe Experience Manager | Adobe Creative Suite | Asana | Canva | Final Cut Pro | Google Suite | Microsoft Office Suite| Premiere Pro | Sprout Social | WordPress

CERTIFICATIONS

HubSpot: Inbound Marketing | HubSpot: Social Media Marketing | Google Analytics