

# KEITH G. BRYANT MULTIPLATFORM COMMUNICATOR

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## Professional Skills

- AP-Style Writing
- Coaching & Training
- Creative Problem Solving
- Digital/News Producing
- Marketing
- People Leadership
- Personal Learning & Mastery
- Social Media
- SEO

## Technical Skills

- Adobe Creative Suite
- AEM/CMS
- Canva
- DALET/iNews
- Final Cut/Premiere
- WSI Max
- WordPress

## Certifications

- HubSpot Inbound Marketing
- HubSpot Social Media Marketing
- Google Ads Apps
- Google Ads Search

## Work Experience

### Senior Digital Producer & Meteorologist, Spectrum News (Los Angeles, CA)

*Jan 2022-Present*

- Curate captivating climate and weather content in various formats, including video, written articles, and interactive features on the website, OTT platforms, and the Spectrum News App.
- Manage a cross-departmental project to build multimedia and video content within our weather storytelling.
- Collaborate with editorial teams and meteorologists to maintain a seamless flow of digital weather coverage on the app and online.
- Contribute to the coverage of noteworthy or unique weather events, supporting the overall content experience on our multimedia platforms.

### President, San Diego Association of Black Journalists

*Jan 2021-Feb 2023*

- Manage a 501(c)(3) organization of 30+ members, ensuring effective leadership and operational oversight.
- Drive innovation and implementation of professional and educational programs and social events for members and the wider community.
- Develop and promote the organization's brand across various multimedia platforms, enhancing visibility and engagement.

### News Producer, NBC 7 San Diego (KNSD-TV, San Diego, CA)

*Jan 2020-Jan 2022*

- Supervise a team of story producers, reporters, anchors, and assignment desk editors, driving the creation of compelling content for both NBC 7 News Today and NBC 7 News Midday.
- Conceptualize and implement visually engaging newscasts, utilizing all available resources and elements to enhance viewer experience.
- Craft and edit news stories for broadcast and OTT platforms, including podcasts and web articles, ensuring a cohesive and informative narrative.
- Recognized with the GEM Award (Going The Extra Mile) in 2021 for consistently surpassing expectations and positively impacting the team's overall success.

### News & Weather Producer, NBC Connecticut, (WVIT-TV, West Hartford, CT)

*Dec 2017-Jan 2020*

- Produce and write NBC CT Today and NBC CT Weekend Today, maintaining a commitment to accuracy and credibility.
- Conceptualize and execute community affairs features and food segments for weekend newscasts.
- Achieved a remarkable 70% increase in weekend morning ratings from 2018 to 2019, contributing to co-leading the region's #1 weekend morning show.
- Collaborate with meteorologists and producers to effectively showcase the "First Alert Weather" brand, ensuring a seamless integration of weather updates within our newscasts.

## Education

MA: Digital Audience Strategy (Spring 2025)  
**Arizona State University (Online)**

BS: Operational Meteorology  
**Mississippi State University**

BS: Broadcast Journalism  
**San Jose State University**