

W. Keith Brenton

249 Spring ST | Eureka Springs, AR 72632-3154 | 501-681-3789 cell

Résumé

EDUCATION

1973-1977 Harding College (now University) • Searcy, Arkansas • B.A.
Journalism

EXPERIENCE

Aug. 2012 – Present Communications Specialist, Western Carolina University • Cullowhee, North Carolina. I wrote for *Western Carolina Magazine*; the online *Reporter* for faculty, staff and students; and wrote for/helped maintain the *news areas* of the University's website. I also performed proofreading tasks as needed, and enriched the posts on the R-25 *calendar system* with links to current news articles. In July, 2013, I temporarily assumed responsibility for content on the University's main social media channels: [Facebook](#), [Google+](#), [Twitter](#) (and shared responsibility for some others, like [YouTube](#) and [Flickr](#)) until a social media director was hired several months later.

Nov. 2005 – July 2012 Communications Specialist, Pleasant Valley Church of Christ • Little Rock, Arkansas. I managed content for several Web sites for my home church which have now been consolidated into the recently-redesigned main site: <http://www.pvcc.org/>. I created the content on the electronic LED sign out front. I also produced the weekly church bulletin, 4-color posters of church events, brochures, adult Bible class curricula, and audio/visual support for sermons, announcements, and other events — including flat-screen television “posters” in the church foyer.

Nov. 2003 – Nov. 2005 Advancement Assistant to the Chancellor, University of Arkansas at Little Rock • Little Rock, Arkansas. For three years, I assisted then-Chancellor Joel Anderson by producing research and audio/visual content for public speaking engagements and preparing complex correspondence (monthly, annual and special reports). I also maintained his area of the UALR website.

1998-2003 Content/Media Editor, Abilene Reporter-News • Abilene, Texas. After moving back to Little Rock, I believe I was the first full-time “remote employee” working for a then- *E.W. Scripps*-owned property. I designed, updated and maintained more than 30 websites. At one point, I supervised two other employees who performed daily content updates to the sites. I was honored to receive four monthly “Employee of the Month” and one overall “Employee of the Year” (2001) awards while working there.

1997-1998 Copywriter, Noble & Associates • Springfield, Missouri. Created concepts and wrote copy for clients primarily in the food service and engineered products segments.

1997 Copywriter/Broadcast Producer, Combs & Company • Little Rock, Arkansas. Wrote copy and produced audio/visual projects, working half-time for this long-established advertising firm.

1993-1997 Vice President and Daddy, Brenton's Creative Services • Little Rock, Arkansas. Produced concepts, copy, design and mechanical art on a freelance basis, working out of my home. Also produced some audio/visual projects,

both in- and out-of-house. Performed special creative services as needed. My son and daughter (both of preschool age) served as principal officers.

1983-1992 Copywriter/Creative Administrator, Cranford Johnson Robinson Woods • Little Rock, Arkansas. Created concepts and copy for all advertising media at Arkansas' largest advertising/ marketing/ public relations/communications firm. Served as *Traffic Director* and supervised a Traffic Assistant for a year and a half. Also *Creative Administrator* in the agency's Shreveport office from March 1988 to May 1989 and as *Typographer* from July 1983 to February 1987. Wrote projects which won 16 Arkansas Addys and 13 Awards of Merit between 1988-1991. Created work for a clientele mix that included travel/tourism, education, healthcare, entertainment, energy distribution, finance, food service, insurance, engineered products, industrial development, and communications.

1982-1983 Graphic Artist/Keyliner, Commercial Printing • Searcy, Arkansas. Created artwork, shot negatives and burned plates for variety of commercial printing jobs.

1980-1981 Composing Room Supervisor, Searcy Daily Citizen • Searcy, Arkansas. Supervised as many as 10 full-time employees in the pre-print creation of the daily (6x per week) local newspaper.

1980 Typographer, Western Newspaper Publishing • Indianapolis, Indiana. Set type, primarily for law journals.

1978-1979 Art Director, The Metro News • Indianapolis, Indiana. Designed a tabloid fortnightly newspaper written / illustrated by and distributed to high school students in Marion County metro area.

SKILLS

- Administration of a number of proprietary web-based applications including interactive forums, community calendar, e-commerce, automobile- and career-location, ad banner-serving.
- Concept and creation of websites with the goal of being completely platform- and browser-friendly, high-content, low-loadtime, able to utilize available window "real estate".
- Concept and creation of communications programs, copywriting, technical writing, design, art direction, photography, typography
- Supervising audio and video production
- Planning and delivering presentations and performing public relations duties
- Assigning priorities and making client contact/sales/follow-up
- Conversant with JavaScript and applications Microsoft Word, Photoshop, Illustrator, others.
- Managing employees (no mad ninja skills, however)

PERSONAL

- Was married to **Dr. Angela Laird Brenton**, Provost of Western Carolina University in Cullowhee, NC, until her death in 2013 from pancreatic cancer.
- Father of **Matthew Scott Brenton**, born 1992; and **Laura Leigh Brenton**, born 1996.

- Interested in model railroading (San Francisco traction/transit and a tourist railway in Arkansas, the [ES&NA](#)); web design.

REFERENCES

Bill Studenc, Director of Communications and Public Relations • Western Carolina University • 1 University Way • Cullowhee, NC 28732 • 828.227.3083 • bstudenc@wcu.edu

Doug Williamson, Executive Editor • *Abilene Reporter-News* • 101 Cypress St., Abilene, TX 79601 • 325.676.6707 • williamsond@reporternews.com

Danny Reagan, Consumer Experience Director • *Abilene Reporter-News* • 101 Cypress St., Abilene, TX 79601 • 325.671.8318 • reagand@reporternews.com

WORK SAMPLES

<http://www.wkeithbrenton.com/>