

Keith Parnell
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EXPERIENCE:

I have over 10 years of experience in production, editorial, editing, and content development, and have a unique creative and business skillset that would be beneficial for a production role.

Cox Media Group – *Hot 99.5, 95.1 WAPE, X106.5, News 104.5, Power 106.1, 96.9 The Eagle, Easy 102.9, ESPN 690 AM* • Jacksonville, FL

Technical Producer, Audio and Graphic Production • October 2018 – Present

- Run master control boards, satellite feeds and streaming platforms to broadcast/ produce live and prerecorded syndicated news-talk programming
- Work in collaboration with the production and marketing teams, on-air talent, and other contributors to achieve audience growth and business targets
- Utilize digital content management systems to create and publish on brand and newsworthy digital content to promote audience engagement
- Lead anchors through breaking news events by monitoring and dubbing multiple live audio feeds for immediate on-air broadcast
- Coordinate with directors and engineers to monitor and maintain optimum quality programming and audio levels of 8 radio stations simultaneously
- Work closely with sister TV station CBS 47/ FOX 30 Action News Jax anchors, editors, and production crew to produce up to date news coverage

News 104.5 WOKV – *Jacksonville Morning News, The Mark Kaye Show, The Home, and Garden Show, Matt Mercer Live, Consumer Law Hour* • Jacksonville, FL

Associate Producer – Broadcast Radio • October 2018 – Present

- Research, write, edit, voice and record, news stories for broadcast radio, streamed content, and web formats within AP guidelines
- Work within the strict program and advertising guides, meeting scheduling deadlines during daily functions and breaking news situations
- Operation of station broadcast transmitters and coordination of remote broadcasts
- Manage live and postproduction assets of news, weather and traffic updates, local and syndicated talk shows, and sponsored content
- Management of audio controls, audience interaction, phone line screening, social media, and control of multiplatform streaming video programming

Axia Public Relations (*Dave & Buster's, Miller Lite, Stein Mart, Verizon*) • Jacksonville, FL

Lead Designer- Content Producer, Branding Development • October 2014 - December 2015

- Research, follow, and document client press coverage
- Develop and maintain up to date client public relations profiles
- Work cross-functionally with design, content, legal, tech, marketing, and PR teams to coordinate all creative assets and timelines
- Produce wireframes and layouts for the design of different types of website/ pages across multiple industries
- Guide creative strategy for online assets and campaigns
- Provide deliverables including promotional copy, sketches, mock-ups, and client portfolio pieces for web and presentations

Torres Creative Services (*Latitude 30, MircoTech, Deerwood Creek, Printing.com*) • Jacksonville, FL

Graphic Designer, Marketing and Content Development • August 2013 – January 2015

- Create content for website, emails, social media, and other marketing materials
- Manage design and copywriting projects within deadlines, providing accurate printing specifications and proof-checking
- Draft mockups of website designs, brochures, iconography, and any other marketing materials
- Collaborate with the marketing team on the effective mockup and develop final drafts
- Revise the work of previous designers to create a unified, on-brand aesthetic
- Work on multiple projects at once, and consistently meet draft deadlines
- Communicate frequently with clients to update them on the project progress and marketing initiatives

From 2008 – 2012, additional past employers have included:

Key Theory Digital Marketing, Glenn Shuck Photography, First Coast Life

EDUCATION:

Florida State College at Jacksonville, Jacksonville, FL

- Bachelor of Arts, Communication & Media
- Associates in Science, Digital Media & Multimedia Technologies
- Creative Editor and Writer, FSCJ Campus Voice

Proficiencies: Journalistic and editorial writing/ copywriting experience; Adobe Creative Suite – Premier, Audition, Photoshop, InDesign, Illustrator; CMS - WordPress, Drupal, Joomla!; Google Analytics; NewsBoss, Social News Desk, Wide Orbit Automation, Open Broadcaster Software;

Further Responsibilities: Campaign Management/Strategy; Web/Digital Producer; Print & Digital Media Branding; Promotional/ News Media Voicing