

Darr, Savannah

From: Planning & Design Services <no-reply@wufoo.com>
Sent: Thursday, February 28, 2019 11:01 AM
To: Keeton, Burcum A; Darr, Savannah; Gorman, Becky
Subject: Architectural Review Committee Application Form

Name * Brent Schanding

Date of Application * 02/28/2019

Address * 
Louisville, KY 40203
United States

E-mail address *

Employer * Louisville Business First (American City Business Journals)

Ethnicity * White

Party Affiliation * Democrat

Occupation * Journalist

Which Historic Preservation District to you live in? * Limerick

Primary Phone Number *

Volunteer Activities Kentucky Refugee Ministries

Have you ever served on any City and County Boards and Commissions? If yes, please list board/commission info, as well as dates of service. * No

Are you employed by Louisville Metro Government? * No

Do you or a member of your immediate family have ownership interest in any company that No

does business with Louisville Metro
Government?

*

Do you or a member of your immediate family Yes
have ownership interest in any property that
is the subject of a condemnation proceeding,
planning and zoning proceeding or any other
administrative or court proceeding in which
Louisville Metro Government or its agencies
are interested parties?

*

Do you have any contract or matter pending No
before any Louisville Metro Government
agency? *

Have you ever been sued by the former City No
of Louisville, Jefferson County or Louisville
Metro Government? *

Please attach your resume *



[brent_schanding_resume_1.pdf](#) 527.45 KB • PDF

Electronic Signature *

Brent Schanding



Brent Schanding

WRITER, EDITOR, GRAPHIC DESIGNER, COMMUNICATIONS SPECIALIST



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CAREER HIGHLIGHTS



2016-present

**Associate editor, Business First,
Louisville, KY, USA**

- Oversaw production of 20+ annual special sections for weekly and online business tabloid
- Recruited and managed freelance staff of 10
- Doubled online page visits for monthly feature sections



2014-2016

Editor, State Journal, Frankfort, KY, USA

- Managed a newsroom of 13 for capital city daily newspaper
- Launched new website and CMS system
- Launched new monthly magazine for publication
- Integrated social media platforms to increase web traffic by 250%
- Won two Kentucky Press Association awards for design and business reporting



2013-2014

**Editor, LaFollette Press (LCNI),
LaFollette, TN, USA**

- Managed six-person newsroom and three-person graphics department for largest weekly in Tennessee
- Won 14 Tennessee Press Association awards, including top 2013 General Excellence award
- Consistently maintained No. 1 position in chain for circulation and revenue growth



2012-2013; 2008-2011

**Editor-at-large (LCNI),
Shelbyville, KY, USA**

- Provided reporting, editing, photography and design assistance to 54 publications in a 13-state region
- Led redesigns for four newspapers in chain
- Provided web, reporting and design training for more than a dozen newsrooms in chain
- Established systems to improve newsroom efficiency for more than a dozen newsrooms in chain
- Won six Kentucky Press Association awards for enterprise reporting, business reporting, general news reporting and education reporting
- Promoted to LaFollette Press Editor position within company



2011-2012

**Marketing agent/copywriter, YISIA &
Project Obangsaek, Seoul, South Korea**

- Collaborated with 22-person international staff at creative advertising/marketing agency
- Wrote English copy to appeal to Western audience for corresponding website focused on Korean culture
- Led writing on English scripts for short videos and trailers focused on integrating Korean/Western culture

2006-2008



**Reporter/lead designer, Sentinel-News
(LCNI), Shelbyville, KY, USA**

- Won two Kentucky Press Association awards for design and business reporting
- Promoted to Editor-at-Large position within company

2005-2006



**Reporter/designer, Effingham Herald,
Rincon, GA, USA**

Devised social media strategy for publication, as platforms like Facebook, Twitter emerged

2000-2006



**Founder/owner Die Stimme LLC,
Covington, KY USA**

- Provided copywriting, advertising services for more than a dozen business clients
- Launched neighborhood tabloid to promote and market businesses
- Fundraised \$10,000 for startup in three months



1999-2000

**News assistant,
Courier Journal,
Louisville, KY USA**

- Learned writing and newspaper production skills at metro daily



SKILLS

- Writing, editing, photography, multimedia, marketing, social media, design, graphics, Korean language skills



EDUCATION

- B.A. Journalism, Northern Kentucky University, USA

