


## Darr, Savannah

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**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

