



Brandon Van Westen

brandon@vanwesten.me

605-521-2178

<http://vanwesten.me>

Experience

Web Producer

KELOLAND News

May 2014 - Present

New skills learned

- News production writing style
- Broadcast video technology
- Creating social media content

Software used

- ENPS News Production System
- Adobe Photoshop
- Social News Desk

Copy Editor

Hutchinson Leader
and Southwest News Media

May 2010 - January 2013

Skills developed

- Print photography
- PDF preflighting
- Print news reporting

Software used

- QuarkXPress
- Adobe InDesign,
Photoshop and Illustrator
- Microsoft Office

Education

South Dakota State University

- Worked for The Collegian for five years, serving roles from an ad designer to editor-in-chief.
- Participated in the Pride of the Dakota marching band.

Copy editing

- Write articles for top regional news website with a focus on crime reporting.
- Develop copy, graphics and layout for static pages to showcase special news coverage.
- Proofread and edit written articles from reporters and other producers.
- Execute social media strategies to share newsroom content.

Video production

- Edit video for online and on-air platforms.
- Produce short-form content for on-air news programs.

Technical and administrative support

- Create documentation for technical operations within web department.
- Communicate with viewers about potential story ideas as well as answer questions about news coverage.

Research

- Use news-gathering skills to develop storytelling elements in news coverage online and on-air.
- Research topics to provide clarity to viewers via news content.

News reporting

- Wrote articles covering local events (politics, entertainment and sports) for print and online coverage.
- Photographed spot and feature news coverage.

Print design and editing

- Color-corrected and edited photography for print layouts.
- Designed layouts for lifestyle section including front page, along with portions of news and sports sections.
- Worked with editor-in-chief to maintain and execute style guide.
- Provided correct PDF files for press after proper preflight process.

Technical support

- Maintained Apple-based hardware across two newspaper offices.
- Troubleshoot software and hardware issues.
- Managed backup solution for newspaper layout files.

Skills

Copywriting and editing

- Producing and editing content efficiently for news or marketing purposes.

Design and layout

- Experience with developing brand standards, implementing style guides,

and designing with print and/or digital in mind.

Technical background

- Strong understanding of hardware and software used in both journalism and marketing industries.