

Lance Brownfield

Little Rock, Arkansas | (501) 458-1518 | brownfieldlance@gmail.com | lancebrownfield.com

SKILLS

- **Audio and Video:** [Adobe Premiere](#) and Final Cut Pro, FAA Part 107 Remote Pilot Certificate
- **Reporting:** International [freelance feature writing](#), long-form magazine writing, AP election stringing, AP style
- **Visual Journalism:** Adobe InDesign, CMS, WordPress, Newsletters

EXPERIENCE

December 2024 - Present

Arkansas Press Association, Little Rock, AR - Director of Communications

- Compile, edit and design *Arkansas Publisher Weekly* trade newsletter
- Paginate weekly newspapers for clients, including [The Helena World](#) and *The Pine Bluff Commercial*
- Maintain annual *Arkansas Media Directory* and press release distribution network with roughly 350 media outlet recipients

April 2024 - December 2024

AY Magazine/Arkansas Money & Politics, Little Rock, AR - Staff Writer

- Report for two monthly magazines and their websites reaching nearly 200,000 readers
- Implement [video strategy](#) for online stories and manage *AMP Daily Digest* newsletter

October 2022 - April 2024

The Sentinel-Record, Hot Springs, AR - Digital Producer

- Create photo/video packages for reporters on assignment
- Produce in-house and community podcasts

The Sentinel-Record, Hot Springs, AR - Reporter

- Cover Entertainment beat with [articles](#) and multimedia pieces

March 2022 - September 2022

Malvern Daily Record, Malvern, AR - Editor-in-Chief

EDUCATION

August 2020 - May 2023

Henderson State University, Arkadelphia, AR - Bachelor of Arts in Innovative Media

VOLUNTEER EXPERIENCE

St. Andrew's Church, Little Rock, AR - Live Stream Producer

SPJ - Arkansas Chapter Secretary, Freelance Community Secretary/Newsletter Editor