

experience

The Kentucky Kernel, fall 2005 – spring 2009

- Editor in chief, fall 2008 – spring 2009

Managed full-time staff, generated story ideas and made production decisions for online and print. Orchestrated projects, photo workflow, and oversaw design production for one of the best student papers in the country (No. 1 in two of my four years).

- Mixed media editor, spring 2008

Redesigned www.kykernel.com, which reorganized content and brought the ability for video, Flash and other interactive media.

Produced several multimedia pieces a week. The site won several awards during its first year.

- Photo editor, fall 2006

Managed photo staff full-time for independent daily student newspaper. Communicated with design about what photos should be dominant for each day.

- Designer, fall 2007-2009

Designed the Kernel in Quark. Designed graphics for the Kernel in 2008-2009 in Illustrator and InDesign. Worked on dozens of doubletruck layouts, front page special editions and projects.

- Photographer & writer, fall 2005 – 2009

skills

Software: Final Cut Pro, Soundtrack Pro, Photomechanic, Soundslides, HTML code, Quark, Vuvox, Dreamweaver, Adobe Suite (InDesign, Illustrator and Photoshop) and Content Management Systems like Wordpress. Have designed many Web sites.

Other: Professional video and still cameras, multimedia production, copyediting, design, photo editing/toning, staff management, social networking (Twitter, Digg, etc...)

awards

Hearst Journalism Awards

- First place, Feature writing, 2009

Associated Collegiate Press

- First place, Feature story of the year, 2009
- Third place, Front page design, 2007
- Finalist, Picture story of the year, 2007

Society of Professional Journalists

- Second place, news photo, 2008 Region 5 Mark of Excellence
- First place, sports photo, 2008 Region 5 Mark of Excellence
- First place, feature story, 2009 Louisville SPJ
- First place, editorial writing, 2009 Louisville SPJ
- Second place, news photo, 2009 Louisville SPJ

references

Chris Poore
UK student newspaper adviser
cpoore@kykernel.com
859.489.0491

John Sale
Memphis Commercial Appeal
Managing Editor of Visuals
sale@commercialappeal.com
901.508.6481

Dave LaBelle
Photojournalist, author
Ojai, Calif
labelledave@gmail.com
859.559.8538

May May Barton
UK student paper design adviser
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859.806.8753

Memphis Commercial Appeal, June 2009 - Current

- Currently working contract freelance five days a week; shoot multiple assignments a day for the award-winning newspaper.

Shock and Yawn Magazine, June 2009 - Current

- A self-founded music webzine dedicated to the Southern music scene. Web design, photography and daily writing all self-produced.

Lexington Herald-Leader

- Summer 2006, Photography intern – worked as staff photographer two days a week. Traveled and photographed assignments.

- Summer 2008, Multimedia intern – worked as full-time staff photographer. Produced videos using professional software. Covered the Kentucky Derby with the Herald-Leader staff.

Picture Kentucky, 2005 – 2009

Participated in annual four-day workshops in cities across Kentucky. Developed photo stories and worked with award-winning photojournalists and coaches David Stephenson, John Sale, Greg Cooper.

Pictures with Purpose, summer 2007

Photographed/established stock photo agency with Dave LaBelle in Ojai, Calif. LaBelle is a longtime photojournalist who has worked for more than 20 newspapers and magazines across the country.

education

University of Kentucky
Bachelor of Arts in Journalism
Graduated in May 2009

Middlesboro High School
Graduated in 2005

Kentucky News Photographer Association 2009
■ Third place, news photo story

Kentucky Press Association 2007
■ Second place, best feature story
■ Second place, best general news picture
■ Third place, best picture essay
■ Third place, best sports picture

Kentucky Intercollegiate Press Association 2006/2007
■ Second place, spot news

contact/web sites

- bradluttrell.com (personal Web site)
- shockandyawn.com (self-founded webzine)
- 606.269.6269 (cell phone)
- brad@shockandyawn.com (e-mail)