

Bill Keshlear

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MOST RECENT

Director of communications

Utah Democratic Party, March 2007 through November 2008

Responsibilities: Development, coordination, and implementation of communication strategy and tactics; communication support of candidates and party events

NEWSPAPER MANAGEMENT

Director of design / senior designer

The Salt Lake Tribune, June 1998 - May 2000, February 2003 to March 2007

Responsibilities: Oversight of presentation of entire newspaper; design of Page 1, news projects, and feature pages

Noteworthy: Conceived and led total redesign of newspaper; designed and implemented reader-oriented news and information publications, including zoned community sections

News editor / art director / designer

San Diego Union-Tribune, January 2001 - February 2003

Responsibilities: Art director, copy editor, and designer of daily opinion pages; designer, art director, and news editor of Sunday perspective section

News editor

The Post-Register, Idaho Falls, Idaho; July 1997 - June 1998

Responsibilities: Senior manager supervising copy / design desk, news wire

Noteworthy: Conceived and led total redesign of newspaper

News editor / copy editor

Fort Worth (Texas) Star-Telegram; March 1990 - July 1997

Responsibilities: Sunday Page 1 editor / designer, news projects; supervised copy desk of zoned edition as news editor

Noteworthy:

- Lead news designer Branch-Davidian standoff in Waco, Texas; federal building bombing in Oklahoma City; Dallas Cowboys Superbowl wins; bombing at Atlanta Olympics
- First or second place for Page 1 design three out of four years in Texas APME contest

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PUBLIC RELATIONS | Travel, Hospitality Industry

Managing editor

Snow Lion Expeditions, Salt Lake City, April 2000-October 2000

Responsibilities: Writing, graphic design, Internet content development for company that organized treks and general travel in Nepal, Tibet, India and other parts of South Asia.

WRITING BACKGROUND

- **Public affairs writer:** 2nd Armored Cavalry Regiment, Nuremberg, Germany, 1972-74
- **Staff writer:** *Wichita Falls* (Texas) *Times-Record News*, 1980-1982
- **Skiing columnist:** *Missoulian*, Missoula, Mont., 1984-1990
- **Book reviewer:** *Fort Worth* (Texas) *Star-Telegram*, 1990-1997
- **Blogger:** Democratic Party of Utah, Salt Lake City, Utah, 2006-2008

EDUCATION

Bachelor of Arts

University of Montana, Missoula; graduated 1978

Emphasis: Sociology, journalism, humanities

Graduate school

Courses leading to
Master of Professional
Communication

Westminster College, Salt Lake City, summer 2005 – present (coursework completed)

Emphasis: Visual communication, applied rhetoric, public and media relations, organization development, teaching writing, nonprofit leadership and management, project planning

Adjunct instructor

Reporting and writing for the mass media, University of Utah, fall 1999, spring 2000; copy editing, headline writing and design, Utah State University, fall 2005

CAREER DEVELOPMENT

University of California San Diego, January – December 2002, Internet publishing

Emphasis: Design, usability

Software familiarity

Mac and PC platforms: Quark Xpress, Adobe InDesign and Photoshop, the Microsoft suite (Word, PowerPoint, Excel, Project), Dreamweaver