

BRANDON MILLMAN

Madison, Wisconsin | jbmillman@gmail.com

[Portfolio](#) | [Linkedin](#) | [Video](#) | [Audio](#)

A creative and adaptable technology and communications professional with extensive experience across broadcast journalism, newsroom management, radio, television and digital platforms, news writing and editing, live broadcasting, executive producing, digital content management, SEO, and audience analytics. Drives cross-platform editorial strategy, breaking news coverage, and audience growth through data-informed content decisions. Leads and mentors high-performing teams, fostering accountability, creativity, and measurable results. Thrives under pressure, transforming high-velocity information into compelling narratives across multiple media formats.

**Digital Content Management | Breaking News Coverage | Radio Production | Podcast Production
Audience Analytics | AP Style Proficiency | Content Management Systems (CMS) Administration**

[Iteris \(TrafficCast\)](#), Madison, Wisconsin

Incident Management Operations (IMO) Coordinator, 2025 – 2026

- Coordinated real-time incident management operations, ensuring seamless flow of critical data between local agencies, first responders, and public networks. Managed and monitored traffic incident data derived from Iteris feeds, live probes, cameras, online reports, scanners, and social media.
- Triageed data feeds, including live traffic probes, remote cameras, police / fire scanners, and social media, to isolate critical information during rapidly evolving incidents. Communicated critical traffic incident information seamlessly with local agencies to ensure public safety updates were accurate and instantly accessible.
- Diagnosed, reported, and troubleshoot complex system performance and data feed reliability issues, ensuring continuous operational uptime. Documented and maintained impeccably accurate, up-to-date traffic incident records to support broader operational strategies and continuous improvement.

[WISC-TV / Channel3000](#), Madison, Wisconsin

Daily Content Manager, 2024

- Directed daily digital footprint and cross-platform editorial strategy for leading local news station, bridging gap between broadcast and web. Spearheaded daily editorial strategies, collaborating directly with broadcast and digital producers to ensure flawless cross-platform execution.
- Authored and produced compelling, timely digital content specifically designed to expand Channel3000 and News 3 Now brands in highly competitive market.
- Acted as hub for cross-functional collaboration, partnering with news, promotions, production, and sales departments to drive digital traffic, TV viewership, and total revenue with short and long-term content.

- Collaborated with news director to shape long-term newsroom strategy, manage budgets, recruit talent, and plan special events.

[Spectrum News](#), Milwaukee, Wisconsin

Executive News Producer, 2020 – 2024

- Led daily show operations and guided media teams to deliver high-impact daily news and breaking news coverage.
- Managed and mentored dynamic, cross-functional teams consisting of broadcast producers, digital writers, field reporters, and technical staff. Integrated live news and weather elements into previously all-recorded production format.
- Spearheaded complex special programming and live, long-form coverage, including logistics and control-room execution for 2021 Milwaukee Bucks NBA Title parade and commercial-free Tornado Warning live programming.
- Designed and implemented comprehensive training materials and best-practices manual utilized by all newsroom employees.
- Generated topical, enterprise, and franchise story ideas on both daily and long-term basis.
- Established growth targets and drove accountability across newsroom.
- Mentored team members and championed continuous improvement.

[WTOP News](#), Washington, D.C.

News Writer / Editor / Reporter, 2015 – 2020

- Delivered high-impact broadcast and digital content for top-tier news radio station in nation's capital, mastering rhythm of unrelenting news cycle.
- Voiced live and recorded broadcast news content on daily basis, adapting tone and delivery for massive audience.
- Delivered unscripted and scripted live radio news reports.
- Cultivated extensive community contacts to maintain deep awareness of local, state, and national events.
- Partnered with managers and reporters to build and execute consistent advance planning system for news coverage and special events. Operated flawlessly within fast-paced environment, mastering software, technical operations, and split-second timing of live radio studio.

[WOWK-TV](#), Charleston, West Virginia

Executive News Producer, 2011 – 2015

[KNX Radio](#), Los Angeles, California

Senior Producer, Money 101 and KNX Business Hour, 2007 – 2011

[Kindred Communications](#), Huntington, West Virginia

On-Air Personality / News and Sports Anchor / Assistant Program Director, 2002 – 2007

[Marshall University](#), Huntington, West Virginia
Journalism and Mass Communications (Radio / TV)

[WMUL-FM 88.1](#), Winner of nearly 30 college radio and professional media awards.