

BRANDON MILLMAN

Madison, Wisconsin ▪ jbmillman@gmail.com

[Portfolio](#) – [Linkedin](#) – [YouTube](#) – [SoundCloud](#)

Award-winning broadcast and digital media professional with over two decades of experience driving cross-platform editorial strategy, live event production, and newsroom operations. Recognized with nearly 30 industry awards in news and sports, combining deep technical expertise with decisive leadership to navigate high-stakes breaking news, crisis coverage, and daily content generation. Proven track record of managing cross-functional teams, overseeing budgets and recruiting, and leveraging audience analysis to elevate brand engagement across television, radio, and digital mediums.

[Iteris \(TrafficCast\)](#) – Madison, WI

May 2025 – Present

Incident Management Operations Coordinator

- Manage and monitor traffic incident data derived from Iteris feeds, live probes, cameras, online reports, scanners, and social media.
- Communicate critical traffic incident information seamlessly with local agencies.
- Report and troubleshoot system performance and data feed reliability issues.
- Document and maintain accurate, up-to-date traffic incident records.

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

February – December 2024

Daily Content Manager

- Directed daily editorial strategy and collaborated with broadcast and digital producers for cross-platform execution.
- Produced compelling, timely digital content designed to expand the Channel3000 and News 3 Now brands.
- Partnered with news, promotions, production, and sales departments to drive digital traffic, TV viewership, and total revenue with short and long-term content.
- Collaborated with the News Director to shape long-term newsroom strategy, manage budgets, recruit talent, and plan special events.

[Spectrum News](#) – Milwaukee, WI

August 2020 – February 2024

Executive News Producer

- Integrated live news and weather elements into a previously all-recorded production format.
- Spearheaded special programming and live, long-form severe weather coverage, including the 2021 Milwaukee Bucks NBA Title parade and commercial-free Tornado Warning live programming.
- Designed and implemented comprehensive training materials and a best-practices manual for all newsroom employees.
- Generated topical, enterprise, and franchise story ideas on both a daily and long-term basis.
- Mentored team members, established growth targets, and drove accountability across the newsroom.

[WTOP News](#) – Washington, DC

June 2015 – August 2020

News Writer/Editor/Reporter

- Researched, wrote, and gathered high-impact newscast content.
- 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 a consistent advance planning system for news coverage and special events.

[WOWK-TV](#) – Charleston, WV

December 2011 – May 2015

Executive News Producer

- Reformatted the morning newscast, coordinating and managing local stories to better meet viewer interests.
- Drove new content initiatives and supervised overall editorial strategy in partnership with station management.
- Managed scheduling, hiring, and training for news producers, including the creation of a new performance evaluation system.
- Delivered engaging news content under tight deadlines, successfully navigating breaking events such as the Sissonville pipeline explosion, State Police Trooper fatal shootings, and the 2014 Elk River chemical spill.
- Researched, verified, and fact-checked critical information during fast-paced breaking news events.

[KNX Radio](#) – Los Angeles, CA

August 2007 – November 2011

Senior Producer – Money 101 and KNX Business Hour

- Produced a live, two-hour consumer financial talk show featuring expert guests and listener interaction.
- Researched and edited six daily 60-to-90-second consumer reports.
- Directed a local 60-minute business and market wrap-up show, securing high-profile guests for interviews.
- Authored clear, conversational, and edgy broadcast copy under unrelenting deadline pressure.
- Field-produced major international award shows, including the Oscars, Emmys, and Grammys.

[Kindred Communications](#) – Huntington, WV

September 2002 – June 2007

On-Air Personality/News and Sports Anchor/Assistant Program Director

- Established programming, content, and operational policies in collaboration with the General Manager.
- Directed day-to-day brand and content decisions, adapting swiftly to external market influences.
- Programmed, prepared, and delivered entertaining live and recorded content across multiple stations.
- Produced and recorded creative commercial, promotional, and public service announcements.

[Marshall University](#) – Huntington, WV | [Journalism and Mass Communications](#)

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