

# CRAIG WARMBOLD

Beaver Dam, WI · 920.296.7740

[www.craigwarmbold.com](http://www.craigwarmbold.com)

[cwwarmbold@gmail.com](mailto:cwwarmbold@gmail.com)

## EXPERIENCE

**JANUARY 2024 – CURRENT**

**FREELANCE EDITOR** THAT MATTERS – NEW YORK

Creative Editor and Flow Editor for non-fiction books combining knowledge of the Associated Press Stylebook and Chicago Manual of Style with in-house guidelines for proofreading in an efficient timeframe under tight deadlines.

**2023 – CURRENT**

**OWNER, CONTENT CREATOR** SUPPER CLUB MEDIA NETWORK LLC – WISCONSIN

Podcasting service covering all aspects of content creation including development, hosting, engineering, audio and video production, outreach management, content development, social media coordination, sales, promotions, marketing, and brand management.

**2020 – 2023**

**DIRECTOR OF OPERATIONS** GOOD KARMA BRANDS – BEAVER DAM, WI

*WBEV 95.3FM, 1430 ESPN Beaver Dam*

Demonstrated leadership, organizational and event planning skillset in managing a team of up to 24 full-time and part-time teammates while navigating the merger of traditional terrestrial radio with the influx of new media platforms while balancing short-term and long-term content goals and marketing strategies in an evolving workplace.

**2006 – 2023**

**NEWS DIRECTOR** GOOD KARMA BRANDS – BEAVER DAM, WI

*WBEV 95.3FM, WBEV 1430AM, WXRO 95.3FM, WTTN 1580*

Developed and announced original news content seven days a week, covered multiple news beats, established and maintained news archive, hosted live community affairs call-in program, co-hosted morning show programs, coordinated election coverage, moderated political debates, collaborated with local affiliates, maintained website and social media, created video content.

**2002 – 2006**

**NEWS DIRECTOR** WITHERS BROADCASTING - MOUNT VERNON, IL

*WMIX 94.1 FM, WMIX 940AM, WDML 105.9FM, WRXX 95.3, WNSV 104.7*

Developed original news content, co-hosted morning show, hosted community affairs programming, maintained online news page, and coordinated election night coverage.

**1999 – 2002**

**NEWS REPORTER** CLEARCHANNEL/CUMULUS BROADCASTING - MARION, IL

*WDDD 107.3FM, WTAO 105.1FM, WQRL 97.7FM, WVZA 92.7FM, WFRX 1300AM, WDDD 810AM*

Developed original news content, cultivated multiple news beats, and announced news in a variety of formats including Country, Active Rock, Classic Rock, Hot AC, Oldies, and Talk.

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## EDUCATION

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**B.S. – JOURNALISM**, SOUTHERN ILLINOIS UNIVERSITY, CARBONDALE

## AWARDS

- WBA News Operation of the Year  
2013, 2018, 2021, 2022
- WBA Digital Operation of the Year  
2018, 2019, 2020, 2021
- WBA Best Online Breaking News Coverage
- WBA Best Hard News Reporting
- WBA Best Live On-Scene Coverage
- WBA Best News Feature
- WBA Best News Writing
- WBA Best Newscast

## SKILLS

- Professional and personal experience with social and streaming media including but not limited to: Facebook, YouTube, Twitter, Instagram, TikTok, ChatGPT, PodBean, YouTube
- Proficient in Adobe Creative Suite, Audition, Photoshop, DaVinci Resolve, iMovie, ClipChamp, ProTools Artist, Ableton Live, FL Studio, Reaper, GoldWave, Audacity, Amperwave, Wide Orbit, Playlist Editor, Boxcast, OBS, WordPress, Wix, Microsoft Office Suite, Google Workspace
- Trained in a variety of analog and digital broadcast-related hardware including Comrex devices, video streaming equipment, and more
- Moderator for dozens of broadcast and live audience political debates and discussions
- Emcee for hundreds of live community events
- Working knowledge of Associated Press Stylebook, Chicago Manual of Style, quick to learn variations
- Lifelong student of the First Amendment and related case law
- Musician: guitarist, songwriter, producer
- Community-oriented: volunteer board member for multiple non-profits including the Beaver Dam Area Community Theatre, Beaver Dam Area Arts Association, and the Beaver Dam Scholarship Foundation

## PORTFOLIO

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