

Craig Warmbold

Multimedia Journalist

Beaver Dam, WI | 920-296-7740 | cwwarmbold@gmail.com | CraigWarmbold.com

Professional Summary

Award-winning newsroom leader and cross-platform media strategist with 17+ years directing editorial operations, digital expansion, and live election coverage. Scaled multi-platform distribution across radio, podcast, streaming, and social channels while supervising 24-person teams. Recognized for high-stakes political reporting, newsroom transformation, and audience-centered storytelling.

Key Skills

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|-----------------------|----------------------|-----------------|--------------------------|
| ✓ Political Reporting | ✓ Election Coverage | ✓ Breaking News | ✓ Investigative Research |
| ✓ Editorial Judgment | ✓ Debate Moderation | ✓ Fact Checking | ✓ Multi-Beat Reporting |
| ✓ Digital Publishing | ✓ Deadline Reporting | ✓ AP Style | ✓ Multimedia Production |

Professional Experience

News Director / Operations Director, Good Karma Brands, *Beaver Dam, WI* | 2006 - 2023

Held a dual leadership role overseeing editorial direction and operational performance within a multi-platform broadcast organization. Accountable for newsroom standards while guiding digital growth across evolving platforms.

- **Provided operational leadership for a multi-platform broadcast organization**, supervising up to 24 staff members across programming, production, and digital media functions.
- **Anchored and produced** award-winning daily news programming seven days per week, serving as a primary on-air voice and editorial authority across multiple beats.
- **Spearheaded full-scale integration of traditional radio and digital content distribution**, establishing workflows that aligned on-air programming with podcast, streaming, and social media.
- **Directed comprehensive special coverage** including election cycles, live political debates, and high-stakes breaking news, coordinating with field reporters, regional affiliates and in-studio staff.
- **Balanced daily broadcast demands with long-term programming strategy**, contributing to brand positioning and audience development initiatives.
- **Maintained regulatory and editorial compliance**, upholding FCC standards and internal quality controls across all programming.
- **Managed programming schedules, talent coordination, and production logistics**, ensuring consistent content delivery across live and pre-recorded formats.
- **Evaluated and implemented broadcast and production technology upgrades**, improving operational efficiency and cross-platform distribution capabilities.

Multimedia Producer (Freelance), Supper Club Radio Media LLC (Remote) | 2023 - Present

Produce video podcasts and vertical social media, delivering polished content optimized for digital distribution. Support full-cycle production, from development and recording through final edit and publication.

- **Edit long-form video podcasts**, overseeing recording, multi-camera editing, and post-production for publication-ready delivery.
- **Provide story development and interview preparation support** to strengthen narrative clarity and audience engagement.
- **Execute audio and video post-production** including dialogue cleanup, leveling, graphics integration, and platform optimization.
- **Prepare content for digital publishing**, including SEO-informed descriptions and platform-specific formatting.

Professional Experience Continued

Developmental Editor, Thought Partner Group, New York, NY (Remote) | 2024 - Present

Provide structural and narrative editorial support for long-form and multi-platform thought leadership content. Collaborate with senior editorial staff to refine manuscripts, speeches, and scripts for publication and broadcast.

- **Evaluate manuscript drafts for structural coherence**, narrative clarity, and logical flow, providing actionable revision guidance under deadline.
- **Shape narrative architecture for non-fiction manuscripts**, articles, and social media, strengthening clarity, argument flow, and audience impact.
- **Apply AP Style and Chicago Manual standards** alongside internal editorial guidelines to ensure consistency and publication readiness.
- **Deliver developmental edits and ghostwriting support to strengthen narrative structure**, clarity, and argument flow while preserving author voice and intent across long-form and digital formats.

Election Reporter, Decision Desk HQ (Remote) | 2024 - Present

Election data specialist experienced in fast-paced reporting environments during federal, state, and local election cycles. Ensures reliable public-facing results through disciplined accuracy and calm execution under deadline pressure.

- **Support real-time national election coverage** by verifying and publishing certified county-level results under live reporting conditions used by major news organizations.
- **Cross-check official election sources**, reconcile discrepancies, and document updates to maintain data integrity and audit-ready accuracy throughout active reporting windows.

Education

Bachelor of Science, Communications – Journalism | Southern Illinois University, Carbondale, IL

Technical Proficiencies

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|------------------------|-----------------|------------------|----------------------------------|
| ✓ Adobe Creative Suite | ✓ Audio Editing | ✓ SEO Publishing | ✓ Broadcast Automation Systems |
| ✓ DaVinci Resolve | ✓ Video Editing | ✓ AI Workflows | ✓ Podcast Distribution Platforms |
| ✓ YouTube Studio | ✓ OBS Studio | ✓ WordPress | ✓ Social Media Formatting |

Awards

Newsroom recognized as **News Operation of the Year** four times by the Wisconsin Broadcasters Association. Led a team that earned **Station of the Year** honors seven times, including three while serving as Operations Director.

Recipient of 59 First-Place Awards and 127 Nominations, including:

- Best Hard News / Investigative Reporting
- Best Online Breaking News Coverage
- Best Breaking News Coverage
- Best Live On-Scene Reporting
- Best Original Digital Content
- Best Election Coverage
- Best News Writing
- Best News Feature