

MARK MORALES

CREATIVE RESOURCES MANAGER

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Manifesto

I thrive in fast-paced, dynamic environments as they allow me to utilize my problem solving skills and solutions focused approach. I have in depth, how it's done and how to do it knowledge of creative across all digital, video platforms and in hard formats like print and events. Extremely detail oriented, with analytical, budgeting, resourcing and vendor management skills. I am a fixer, a solutions finder with the innate ability to handle complex challenges, people and clients. I have a well developed awareness of when I need to listen, when I need to teach and when I need to bend. I am open to other's experiences, strengths and ideas and thrive on collaboration.

Experience

Transmission, San Francisco *Creative Resource Manager*

March 2020–Present

Manage and resource agency resources for all agency creative projects. Manage, supervise and resource team of staff and freelance designers, copywriters and strategists for B2B clients HP, CITRIX, ARUBA and others. Operate daily resourcing meetings and strategy sessions to maximize staffing and client needs. Created on-boarding protocols that actively onboard and resource new hires, develop training from within Operations team alongside Project Managers and VP of Operations. Implement and develop agile best practices in fast paced environment. All around resource for agency growth challenges in terms of protocols and documentation.

Freelance, SF Bay Area *Senior Integrated Producer, Creative*

2019–March 2020

Embedded within creative agencies like Thumbtack, EVB and H&L Partners. Producing and project managing digital and print projects for well known brands, AAA, Bed, Bath & Beyond, McDonald's and Panda Express. Solution skills in full effect bringing to fruition seemingly impossible expectations and improbable deadlines. Utilized remote teams in various locations with a multitude of project management applications, documents and communication channels. Delivered digital, broadcast and print creative across TV, mobile, desktop, live events and email.

Yahoo! Sports, San Francisco *Senior Integrated Producer, Creative*

2017–2019

I was brought into this team to provide structure and an expertise in launch leadership as Yahoo! Sports partnered with the NFL on the first free, streaming NFL games platform. We launched the NFL Live via the Yahoo! Sports app to record breaking downloads & DAU totals. A streaming sports platform leading with a mobile-first ideology aimed at cable cutters that didn't require any memberships other than a stable wifi connection and a smartphone. In addition to the NFL launch, I produced creative campaigns for 2018 World Cup, NCAA basketball, MLB and their respective fantasy game activations.



- Experience** **Mekanism, San Francisco** **2016–2017**
Senior Integrated Producer
Fully integrated digital and print producer and project owner for client campaign deliverables. Responsibilities included all costing, scoping, vendor management, employee hours and reconciliations with accounts, accounting and media teams in a fast moving agency. Fully owned all project related timelines and tracking on a daily basis to get deliverables completed. Experience with big brands, i.e., Alaska Airlines, Jim Beam, Nordstrom Rack, Miller Coors, Ben & Jerry's, Starbucks and Pepsi.
- ATTIK, San Francisco** **2007–2010**
Senior Print Producer and Art Buyer
Design led agency doing award-winning work in video games, mobile and automobile sectors. Produced large scale campaigns with budgets of up to 1M in Print/OOH/Digital/AR creative delivery channels for Scion, Lexus, & NFL. As producer and art buyer managed all project estimating, scope, vendor management and tracked budgets against scope hours and resources and all fiscal responsibility for projects under my supervision.
- Maiden Lane Advertising, San Francisco** **2002–2007**
Production Manager
I successfully transitioned the move from print production, press operator to ad agency print producer. As my first agency role I bought, managed and produced print ads and collateral materials for Direct Mail, OOH as well as radio and broadcast production. Clients included AARP, Delta Dental, Fisher-Price, Chevy's, Del Monte and Fathead.
- Volunteer** **San Francisco AIDS Foundation** **2012–Present**
Volunteer / Roadie / Fundraiser
I started my volunteer career with SFAF and the Los Angeles LGBT Center as a roadie volunteer with AIDS/LifeCycle on one of the toughest roles on the annual 545 bike ride from San Francisco to Los Angeles. Since that first ride I have been promoted to run the Camp Store on the 7-day bike ride to Los Angeles. I lead an all volunteer crew of up to 10 people setting up a pop up store every day on the ride and tearing it down, packing it up and moving on to the next city, each day. It is the highlight of my year. I also do many video productions for the ride throughout the year that are self-produced, written, shot, edited all by myself and utilized by the foundation as fundraising and awareness marketing materials.
- Sock Activist, SF, LA, ABQ** **2017–Present**
Principal / Employee
Initiated to hand deliver, in person, socks to displaced peoples wherever I find them. I have received donations from companies like Bombas and Amazon as well as used my own funds to purchase and continue my sock activism. I always travel with my sock bag regardless of where I am and have never found a lack of need.
- Education** *Academy of Art, San Francisco – BFA Web Design/New Media – May 2014*
San Francisco State, San Francisco – BA History – December 1996

