

MARK MORALES

INTEGRATED PROJECT & RESOURCE MANAGER

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Manifesto

I thrive in fast-paced, dynamic environments that demand innovative problem-solving and solutions-focused leadership. With deep expertise across all digital and video platforms, as well as print and live events, I bring a comprehensive understanding of creative production—from ideation to execution. My skills span analytical thinking, budgeting, resourcing, and vendor management, allowing me to tackle complex challenges head-on. Whether collaborating with teams or leading clients, I know when to listen, when to teach, and when to pivot for the best outcome. Above all, I'm a 'fixer'—someone who thrives on building and improving things in motion, often on the fly, while ensuring success at every stage.

Experience

Transmission, San Francisco | *Group Resource Manager*

March 2020–Present

- Managed resource allocation for content and creative projects, leading a team of in-house staff and freelancers for B2B clients like HP, Citrix, Qualcomm, NetApp, Qlik and Aruba.
- Led daily resourcing meetings and strategy sessions to align staffing with client needs and optimize workflow efficiency.
- Developed and implemented onboarding protocols and training programs, working closely with Operations and Project Management teams.
- Introduced agile practices to enhance team productivity in a fast-paced environment.
- Streamlined operational processes and documentation to support agency growth and improve resource management.

Freelance Project Manager | *Creative Agencies (Thumbtack, EVB, H&L Partners)*

2019–March 2020

- Produced and managed digital and print campaigns for high-profile clients including AAA, Bed Bath & Beyond, McDonald's, and Panda Express.
- Led cross-functional teams, coordinating remote resources across multiple locations and leveraging various project management tools and communication platforms.
- Delivered creative assets across TV, mobile, desktop, live events, and email, ensuring on-time, on-budget execution even under tight deadlines and complex requirements.

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

2017–2019

- Led the successful launch of NFL Live, the first free streaming NFL games platform in partnership with the NFL, driving record-breaking downloads and daily active user (DAU) growth via the Yahoo! Sports app.
- Championed a mobile-first streaming solution targeting cable-cutters, requiring only a stable Wi-Fi connection and a smartphone, eliminating the need for subscriptions or memberships.
- Oversaw the creative strategy and execution for major sports campaigns, including the 2018 World Cup, NCAA Basketball, and MLB, along with their respective fantasy game activations, significantly boosting engagement and brand visibility.



Experience	Mekanism, San Francisco 2016–2017 <i>Senior Integrated Producer</i> <ul style="list-style-type: none"> Managed end-to-end production for digital and print campaigns, overseeing costing, scoping, vendor management, and reconciliation with accounts, media, and accounting teams. Owned project timelines and daily tracking to ensure on-time delivery of client campaigns. Worked with high-profile brands such as Alaska Airlines, Jim Beam, Nordstrom Rack, MillerCoors, Ben & Jerry's, Starbucks, and Pepsi.
	ATTIK, San Francisco 2007–2010 <i>Senior Print Producer and Art Buyer</i> <ul style="list-style-type: none"> Led production of award-winning campaigns for the video game, mobile, and automobile sectors, managing projects with budgets up to \$1M for brands like Scion, Lexus, and the NFL. Oversaw full project lifecycle, including estimating, scoping, vendor management, and tracking budgets, hours, and resources to ensure fiscal responsibility. Delivered creative across Print, OOH, Digital, and AR channels.
	Maiden Lane Advertising, San Francisco 2002–2007 <i>Production Manager</i> <ul style="list-style-type: none"> Transitioned from print production and press operations to ad agency print production, managing and producing print ads and collateral for Direct Mail, OOH, Radio, and Broadcast. Worked with clients including AARP, Delta Dental, Fisher-Price, Chevy's, Del Monte, and Fathead.
Volunteer	San Francisco AIDS Foundation 2012–Present <i>Volunteer / Camp Store Manager / 2025 Rider</i> <ul style="list-style-type: none"> Volunteered annually for AIDS/LifeCycle, starting as a roadie and advancing to Camp Store Manager, leading a team of up to 10 volunteers on the 545-mile, 7-day bike ride from San Francisco to Los Angeles. Managed the setup, operation, and teardown of a pop-up camp store each day, ensuring smooth logistics and supporting riders' needs along the route. Produced, wrote, shot, and edited self-directed video content for fundraising and awareness campaigns, creating impactful materials used by the San Francisco AIDS Foundation for marketing and donor engagement. Played a key role in the success of the event, contributing to both operational support and promotional efforts to raise funds and awareness for HIV/AIDS research and prevention.
	Sock Activist Independent Volunteer 2017–Present <ul style="list-style-type: none"> Initiated and personally fund a grassroots project to provide socks to displaced individuals, hand-delivering donations to people in need wherever I travel. Partnered with companies like Bombas and Amazon to secure sock donations. Maintained a mobile "sock bag" to provide support wherever needed, consistently identifying areas of high demand and delivering supplies to individuals experiencing homelessness or displacement.
Education	Academy of Art, San Francisco – BFA Web Design/New Media – May 2014
	San Francisco State, San Francisco – BA History – December 1996

