

MARK MORALES

CREATIVE and MARKETING OPERATIONS LEADER

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Manifesto

I thrive in fast-paced marketing and creative environments where strong operational structure enables high-quality work at scale. With deep experience across digital, video, print, and live events, I specialize in building and managing creative workflows from planning and resourcing through execution and delivery.

My background spans creative operations, production leadership, budgeting, vendor management, and cross-functional collaboration. I'm known as a fixer: someone who can step into complex, evolving situations, bring clarity to systems and schedules, and keep creative teams moving efficiently without sacrificing quality.

CORE SKILLS & TOOLS

Creative operations and workflow leadership

Marketing production and delivery operations

Resource planning and capacity management

Cross-functional collaboration across marketing, creative, and operations

Quality assurance, reviews, and release readiness

Process design and operational problem-solving

Tools:

Asana, Wrike, NetSuite

Adobe Creative Suite (production, review & troubleshooting), Figma, Canva

Additional skills:

Photography (production support & review), HTML/CSS (working knowledge)

Experience

Transmission | San Francisco

March 2020–July 2025

Group Resource Manager

- Owned intake, prioritization, and delivery workflows for high-volume marketing and content requests across multiple stakeholders.
- Maintained visibility across active workstreams, balancing capacity, timelines, and shifting priorities.
- Partnered with marketing, creative, and operations teams to plan releases, manage dependencies, and ensure on-time delivery.
- Established review and approval workflows to support quality control across digital deliverables.
- Coordinated internal teams and external partners to ensure assets were production-ready and met delivery standards.

Freelance Project Manager, Marketing and Creative Operations 2019–March 2020

Creative Agencies (Thumbtack, EVB, H&L Partners)

- 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.



Experience	Yahoo! Sports San Francisco 2017–2019 <i>Senior Integrated Producer</i> <ul style="list-style-type: none"> Led creative production and cross-functional coordination for major sports moments including the NFL, World Cup, NCAA Basketball, and MLB. Managed timelines, resourcing, and delivery across digital, mobile, and live experiences in a fast-moving, high-visibility environment. Supported the launch of Yahoo Sports’ free live NFL streaming initiative, working closely with creative, product, and engineering teams to ship on time.
	Mekanism, ATTIK, Maiden Lane Advertising San Francisco <i>Senior Integrated Producer, Senior Print Producer, Production Manager</i> <ul style="list-style-type: none"> Led end-to-end production for digital, print, OOH, and experiential work, managing timelines, budgets, vendors, and creative teams. Oversaw photography, art buying, scoping, estimating, and asset delivery for national brands including Alaska Airlines, Lexus, Scion, Nordstrom Rack, Starbucks, Pepsi, and the NFL. Built a strong foundation in creative operations—owning workflow, vendor relationships, and production problem-solving in fast-paced agency environments.
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 SF Bay Area 2017–Present <i>Independent Volunteer</i> <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

