

MARK MORALES

Resource Management | Creative Foundations | Operational Focus



Manifesto

I thrive in fast-paced, high-stakes environments where creative thinking meets real-world pressure. With deep experience across digital, video, print, and live events, I bring a 360° view of production—from first spark to final delivery. My skill set covers analytical strategy, budgeting, resourcing, training and vendor wrangling, all geared toward solving challenges before they escalate. I lead when it's time to lead, listen when it counts, and know progress beats perfection every time. I fix, finesse, and finish what others say can't be done. Above all, I'm a fixer—someone who builds and improves on the fly, keeps things moving, and gets it done.

Experience

Transmission, San Francisco | *Group Resource Manager*

March 2020–June 2025

- Directed day-to-day operations for a 40+ person creative department, ensuring efficient resourcing, workspace needs, and support for hybrid teams.
- Led resourcing strategy sessions to align staffing with business priorities, optimize utilization, and reduce delivery bottlenecks.
- Partnered with Operations, HR, and PMO teams to design and implement onboarding workflows and training documentation.
- Introduced agile practices and collaborative platforms to improve cross-functional efficiency and remote coordination.
- Oversaw vendor relationships and contractor engagement, ensuring accountability and adherence to budget.
- Supported return-to-office and remote transition plans, keeping morale and operational continuity high.

Freelance Project Manager | *Thumbtack, EVB, H&L Partners*

2019–March 2020

- Managed integrated campaigns and production timelines for multiple creative agencies.
- Supported internal operations, vendor sourcing - vendor management, and documentation for media rollouts and events.

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

2017–2019

- Produced live-streaming sports content and marketing campaigns across NFL, NCAA, and MLB partnerships.
- Collaborated cross-functionally to align creative assets with business and tech stakeholders.
- Delivered high-volume digital production on aggressive timelines with minimal resourcing.

Mekanism, San Francisco | *Senior Integrated Producer*

2016–2017

- Managed end-to-end production and daily operations for national digital and print campaigns.
- Partnered with accounts, creative, and media teams ensuring workflow and delivery alignment.



Experience **ATTIK, San Francisco | *Senior Print Producer and Art Buyer*** **2007–2010**

- Led production of multimillion-dollar campaigns for Lexus, Scion, and NFL.
- Managed vendors, budgets, and creative timelines across print, OOH, and digital platforms.

Maiden Lane Advertising, San Francisco | *Print Production Manager* **2002–2007**

- Oversaw creative production across print and radio for clients including AARP, Delta Dental, Fisher-Price and Del Monte.
- Supported transition from traditional press ops to integrated agency production workflows.

Education ***Academy of Art, San Francisco – BFA Web Design/New Media – May 2014***
San Francisco State, San Francisco – BA History – December 1996

Volunteer & Leadership **SF AIDS Foundation | *Volunteer / Camp Store Manager / 2025 Rider*** **2012–Present**

- 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.
- I trained and rode as a cyclist in June of 2025, riding from San Francisco to Los Angeles on my bicycle.

Sock Activist | Independent Volunteer **2017–Present**

- 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 offer support wherever needed, identifying areas of high demand and delivering supplies to individuals experiencing homelessness or displacement.

Technical Skills

- Workplace Platforms: Microsoft 365, Slack, Google Workspace
- Project Tools: Asana, Smartsheet, Trello, Monday.com, Wrike, Jira, AdVantage
- Creative Production: Adobe CC, Figma, Canva, DSLR Still and Video Operator, HTML read and write
- Communication: Zoom, Teams, Miro, Loom



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Creative Chaos to Clarity: Pivoting into Workplace Ops



Cover Letter *Dear [Hiring Manager's Name],*

As a creative production leader turned workplace operations strategist, I bring over a decade of experience building systems, guiding teams, and keeping fast-paced environments running smoothly. Whether it's managing resources for a growing creative team, optimizing vendor relationships, or developing onboarding programs that actually work, I approach every challenge with a bias toward clarity, collaboration, and action.

At my most recent role at Transmission, I supported a 40+ person creative department through daily operations, resourcing, and workflow alignment. I worked across teams to standardize processes, streamline documentation, and implement tools that increased productivity—especially during the shift to hybrid work.

Now, I'm looking to bring that same operational rigor and people-focused leadership to a company that values both function and culture. I'm especially drawn to roles where I can help shape the employee experience and optimize systems without losing the human element.

I'd love the opportunity to learn more about your team and share how I can contribute.

Thank you for your time and consideration.

Cheers,

Mark Morales

