Truckee **Lynch**

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Creative Leadership | Brand Identity | Integrated Campaigns | Creative Systems & Scale

Career Profile

10+ years of creative leadership across video, photo, motion, design, social, and experiential. Known for setting high creative standards, coaching teams to meet them, and building the systems that sustain quality at volume. A player-coach who develops campaigns from brief to delivery, presents strategy to C-suite, and still rolls up sleeves in an edit bay. Experienced building and leading multidisciplinary teams of 12+, managing agency relationships, and treating AI as a core production tool.

Core Competencies

- Creative Leadership
- Brand Strategy
- Integrated Campaigns
- Leading Multi-disciplinary Teams
- Creative Strategy
- Process and Workflow Design
- Talent Development
- Agency Oversight
- Go-to-Market Creative

Professional Experience

Self-Employed, Berkeley, Ca **-** October 2023 to Present
Creative Producer

- Leads video productions end to end, from ideation and briefs through pre-production, shoot, and post, often from ambiguous starting points.
- Art directs photo and video projects, building mood boards, style guides, shot lists, and visual systems (type, color, messaging).
- Ideates and pitches original creative concepts.
- Built and manages a 50-person freelance network of editors, motion designers, and production specialists, standardizing onboarding and feedback.
- Evaluates generative AI image, video, and automation tools and integrates the right ones into client production pipelines.
- Builds AI-native production workflows, matching tools to tasks: Claude Code, Nano Banana, ElevenLabs, Flora, Adobe Firefly.

Wish, San Francisco, Ca - April 2021 to September 2023
Associate Creative Director

- Led creative strategy for integrated campaigns across video, photo, motion, design, social, and digital, keeping every touchpoint on brand.
- Defined and enforced visual standards for a company-wide rebrand spanning logo, color, typography, photography, and messaging.
- Presented campaign concepts, creative strategies, and performance results to C-suite executives and major advertising partners, securing buy-in on multi-million-dollar initiatives.
- Grew and mentored a 12+ person creative team through structured feedback, portfolio reviews, and performance evaluations.
- Defined and documented Wish's brand voice and editorial guidelines across all creative surfaces.
- Served as player-coach, giving hands-on art direction and editorial feedback on design, motion, and video.
- Built end-to-end creative operations workflows: intake, briefing, resourcing, review cycles, legal/compliance sign-off, and wrap.

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Wish, San Francisco, Ca - December 2017 to April 2021
Senior Video Producer

- Architected Wish's video content engine from the ground up, building production systems, a talent bench, and operational infrastructure.
- Developed and maintained brand video style guides, templates, and production standards adopted company-wide to ensure visual and tonal consistency.
- Built repeatable production frameworks and templates, scaling from ad hoc projects to a continuous content engine without adding headcount.
- Partnered with marketing, product, growth, and engineering to align production priorities with campaign strategy and KPIs.

Self-Employed, Berkeley, Ca - March 2015 to December 2017
Creative Producer

- Operated as a full-stack creative producer, personally scripting, directing, shooting, editing, and creating motion graphics alongside managing vendors, logistics, and client relationships.
- Developed brand positioning narratives for startup clients, turning early-stage strategy into launch campaigns that secured funding rounds.
- Acted as a strategic production partner to clients, advising on creative feasibility, budget optimization, and format selection to maximize impact within available resources.
- Translated complex product and technical concepts into engaging video for tech and education clients.
- Supervised all motion graphics and post for a long-form, 12-episode educational animation series.

Indoor Cycling Group, San Francisco, Ca - March 2013 to March 2015
Video Producer

- Built ICG's in-house video operation from the ground up, delivering 100+ hours of finished content in year one.
- Cut per-project overhead 50% while increasing output, managing production budgets for cost efficiency and margin.
- Presented production strategy and creative concepts to executives, aligning content with marketing goals and product launches.
- Built production templates and creative frameworks that standardized quality and reduced per-project setup time.
- Personally edited and finished content in Adobe Premiere Pro and Adobe After Effects, from assembly through final delivery.

Education and Credentials

- Advanced Digital Media Certificate; Bay Area Video Coalition, San Francisco, CA
- Bachelor of Arts (B.A.) in Cinema Production; San Francisco State University, San Francisco, CA

Awards and Honors

- Webby, Best Social Commerce/Shopping Campaign 2023 - “World of Wish”

Technical Proficiencies

Adobe Creative Cloud, Figma, Adobe Premiere Pro, Adobe After Effects, Adobe Photoshop, Adobe Illustrator, Adobe Firefly, Frame.io, ChatGPT, Claude Code, ElevenLabs, Flora, Nano Banana, Asana, Lottie, Keynote.