

CYRUS MARSHALL

Creative Operations Leader | In-House Creative Services | Workflow Systems | Team Scaling | AI Governance

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Professional Summary

Creative Operations Leader with 10+ years building and scaling in-house creative systems across marketing, brand, digital, social, and performance channels. Designs enterprise-level workflow architecture spanning intake, production, approvals, and delivery, with a proven track record of improving speed, quality, and cross-functional alignment. Deep experience scaling creative teams, standardizing operating models, and implementing AI governance frameworks in enterprise environments, partnering across Marketing, Brand, Legal, IT, and Procurement to drive operational clarity at scale.

Core Competencies

Creative Operations & Digital Content Delivery	Cross-Team AI Platform Evaluation & Adoption
Workflow Architecture, Automation & Tool Integration	Stakeholder Alignment (Marketing, Brand, Legal, IT, Procurement)
Agile & Sprint-Based Delivery	DAM & Asset Governance (AEM, Adobe Express)
Backlog Grooming & Roadmap Prioritization	Template Systems & Modular Creative Libraries
Intake, Prioritization & Capacity Planning	Performance Feedback Loops & ROAS-Connected Creative Strategy
AI Workflow Governance & Guardrail Design	Financial Planning & Budget Oversight
Human-in-the-Loop Approval Architecture	Traffic Management & Resource Planning

Technical Proficiencies

Workflow & Project Management: Monday.com (Admin), Jira (Admin), Asana (admin), Adobe Workfront (familiar)

Creative & Design Tools: Adobe Creative Suite, Figma, AEM, Adobe Express, Frame.io, Superside

AI Platforms: Claude, ChatGPT, Gemini, Google AI Studio, Adobe Firefly (Gen Studio), Vertex AI Studio

CTV & Ad Trafficking: Extreme Reach, ISCI Versioning & Management

Performance Marketing: Meta, TikTok, LinkedIn Paid Social, Google Ads, Display, PMAX, CTV, Campaign Analytics, ROAS Tracking

Integrations & Operations: Monday.com API Integration, Make, Zapier, Monday.com Automation, SLA, SOP & Naming Convention Systems

Professional Experience

Principal Consultant, Creative Operations | CM Marketing

Raleigh-Durham, NC | January 2026 – Present

Independent consulting practice focused on AI governance modeling, creative systems architecture, and workflow automation for Director-level creative operations engagements.

- Building AI governance frameworks with structured guardrails for brand safety and compliance, including human-in-the-loop approval systems for creative content production.
- Architecting end-to-end creative operating system models spanning intake, prioritization, production, and delivery for enterprise-scale engagements.
- Developing Monday.com automation systems with AI-assisted routing, approval gating, and status logic to eliminate manual workflow handoffs.

Creative Services Manager | AAA Automobile Club Enterprises

Costa Mesa, CA | June 2021 – January 2026

Built and led enterprise Creative Services operations and digital content delivery across multiple business units, driving execution speed, workflow clarity, and measurable cost efficiency.

- Built the Creative Services team from the ground up, growing from 1 to 9 in under two years and scaling enterprise digital content delivery across marketing, social, video, and performance channels.
- Increased creative delivery speed by 50% and achieved 95% on-time asset delivery in 2025, while reducing revision cycles by 25% through standardized review and approval workflows.
- Accelerated speed-to-iteration by 60% by designing template systems and modular asset libraries for repeatable, multi-size campaign production.
- Architected a centralized intake and sprint-based delivery system in Monday.com, eliminating redundant handoffs and establishing a single source of truth from request through final asset delivery.
- Led sprint planning, backlog grooming, and cross-functional standups aligning Marketing, Brand, Legal, and IT on campaign milestones and compliance requirements.
- Orchestrated API-connected performance monitoring linking campaign metrics to a weekly reporting pipeline, triggering Creative Director review when assets underperformed and driving data-informed iteration and refresh decisions.
- Built an AI-assisted production system integrating AEM DAM, Adobe Express, and Adobe Firefly: designers built campaign foundations while Firefly adapted assets with updated imagery and copy variations sourced from creative briefs and copy research.
- Led controlled evaluation of AI platforms including Google Vertex AI Studio and additional generative tools, establishing guardrail-based governance frameworks and driving cross-team standardization to reduce fragmented adoption across business units.
- Partnered with IT on tool access governance and with Procurement on enterprise AI risk analysis, including Adobe AI Credits, Monday.com optimization tooling, and a Copilot-connected MCP integration.
- Collaborated with Marketing to define ROAS-aligned KPI frameworks for creative performance decisions, including campaign sunset criteria and new iteration greenlight standards.
- Oversaw production budgets and vendor spend, reinvesting agency cost savings into campaign strategy while scaling internal throughput and reducing external dependency.
- Built and managed CTV trafficking operations through Extreme Reach, overseeing ISCI versioning across 10-30 spots with hundreds of variations per campaign cycle.

Director of Multimedia (Creative Services) | ProCom Products

Costa Mesa, CA | November 2016 – May 2021

Directed end-to-end creative production and content strategy supporting ecommerce, product marketing, and social growth across Amazon, Amazon Live, TikTok, Instagram, Facebook, and owned channels. Managed multidisciplinary teams and built scalable content production systems for high-volume product launches, cross-functional alignment, and speed-to-market execution.

- Scaled TikTok from zero to 264K followers in under 6 months by building a content production system combining organic strategy with paid influencer programming, establishing repeatable workflows for high-volume short-form content.
- Directed brand ambassador programs and creator partnerships to extend content reach across TikTok and Instagram.
- Oversaw ecommerce content strategy for Amazon and Amazon Live, aligning product storytelling with conversion and ranking objectives.

Producer / Director & Commercial Photographer | Cyrus Marshall, LLC / Artmix Creative Agency

New York, NY | January 2005 – November 2016

Delivered branded photography and video campaigns across the full production lifecycle for agency and corporate clients in lifestyle, fashion, finance, and entertainment. Managed concurrent projects across multiple active client relationships under agency and direct-to-client engagements.

- Led full production lifecycle across simultaneous client engagements, managing concept development, budgeting, crew coordination, and post-production from brief through final delivery.
- Executed studio and on-location productions across multiple markets, managing lighting design, crew logistics, and asset delivery to agency and brand specifications.

- Built and maintained direct relationships with agency creative directors and brand stakeholders, translating campaign briefs into production-ready visual executions.
- Operated as a sole proprietor across 11 years, managing client development, project scoping, vendor negotiations, and business operations alongside active production work.

Select Clients: Verizon Wireless, TD Ameritrade, Morgan Stanley, Travel Channel, Ralph Lauren, Gilt Groupe, Lilly Pulitzer, Lord & Taylor, Badgley Mischka, Tervis, Physician's Formula

Education

Bachelor of Fine Arts (BFA), Film

Point Park University | Pittsburgh, PA