

# Allan Hutchinson

*Emmy-winning creative ops leader building the systems that make fast-moving teams move faster.*

Senior Creative Ops Project Manager | Video Production Expert | AI Workflow Architect | Sports & Streaming Creative  
Atlanta, GA / Remote | [alln.io](https://alln.io) | LinkedIn: [allanhutchinson](https://www.linkedin.com/in/allanhutchinson) | [allan.hutchinson@gmail.com](mailto:allan.hutchinson@gmail.com) | (478) 542-0783

## SUMMARY

---

Emmy-winning creative ops leader with 19 years running high-volume production pipelines across broadcast, streaming, sports, and digital. Most of my career has been spent in the messy middle between concept, shoot, edit, review, and delivery, and the last several years building the systems that make that middle less chaotic for everyone involved.

At FOX 5 Atlanta, I manage 100+ annual projects across multi-platform campaigns, sports partnerships, daily deadlines, and social-first content. I've custom-engineered workflow dashboards and integrated AI into everyday creative ops as permanent infrastructure, not pilots. Sports has been a consistent thread: campaigns for the Atlanta Falcons, Atlanta United, and the University of Georgia Bulldogs, plus creative leadership through FOX LOCAL's growth to 11M+ installs and 3.3B+ minutes watched.

I thrive in fast-paced, high-output environments where production craft and operational rigor must coexist. I come to the table with solutions. I care about whether the work performs, not just whether it ships.

## CORE OPERATING EXPERTISE

---

**Creative Operations:** Project intake and triage, production timelines, daily prioritization, campaign tracking, review and approval workflows, delivery management, custom project dashboards

**Video Production:** Pre-production, scripting, shoot logistics, directing, editing, post-production, versioning, promos, trailers, sizzles, social video, CTV and mobile creative

**AI & Automation:** Gemini, ChatGPT, reusable prompt frameworks, AI-assisted copy development, Google Apps Script, custom HTML workflow tools

**Platforms & Tools:** Adobe Premiere Pro, After Effects, Photoshop, Google Workspace, Google Apps Script, Gemini API, Google Cloud Platform, Microsoft Power Automate, CTV/mobile/social distribution workflows

**Leadership:** Executive and stakeholder communication, cross-functional alignment, team resourcing, creative review, mentorship, operational problem-solving

## AI WORKFLOW, AUTOMATION & CREATIVE SYSTEMS

---

### Custom-Engineered Creative Operations Dashboard

Built a complete internal creative ops system using Google Workspace, Apps Script, and custom project tracking logic, managing active work, owners, deadlines, status, deliverables, and priorities across the full team. Functionally equivalent to a dedicated PM platform, built from scratch when one was not available.

### Automated Statewide Intelligence Email Workflow

Designed an automated workflow that scrapes dozens of Georgia media outlets and community forums, aggregates results via Gemini API, and delivers a curated daily briefing to senior leadership inboxes, including the SVP/GM, VP News Director, and VP of Creative. Fully automated, no manual assembly required.

### Apps Script and Custom UI Tools

Built production-ready Google Workspace tools using Apps Script and custom HTML modals for guided workflows, repeatable actions, team updates, and faster project visibility inside existing systems.

### AI-Assisted Creative Development

Apply AI to draft and refine copy, generate alternate messaging directions, pressure-test concepts, and help teams iterate faster while keeping human judgment and production craft at the center.

## PROFESSIONAL EXPERIENCE

---

**Fox Corporation | FOX 5 Atlanta / WAGA-TV / FOX LOCAL Atlanta** — Atlanta, GA

**Creative Services Manager | Jun 2017 – Present**

*Reporting directly to the VP of Creative, lead creative operations and video production for a top-10 market FOX station, managing high-volume workflows across broadcast, streaming, digital, social, sports, sales, and brand campaigns.*

### CREATIVE OPS, TRIAGE & WORKFLOW SYSTEMS

- Own end-to-end project management for 100+ annual campaigns, from kickoff through final delivery, tracking timelines, reviews, revisions, approvals, and stakeholder needs across multiple platforms and departments.
- Run a daily creative triage to review all active projects, surface risks, set priorities, and delegate work, keeping the full project load visible and moving without anything falling through the cracks.
- Built and maintain a custom creative ops dashboard in Google Workspace that serves as the single source of truth for active projects, owners, deadlines, status, and priorities.
- Lead daily and weekly creative planning conversations to align on workload, identify capacity pressure, surface risks early, clarify ownership, and drive accountability across active workstreams.

## VIDEO PRODUCTION & CAMPAIGN EXECUTION

- Manage video production from concept through delivery: scripting, pre-production, shoot logistics, editorial direction, post-production, feedback cycles, versioning, and final QC.
- Partner with news, programming, sales, sports, investigative, and external stakeholders to translate business needs into clear creative direction and executable production plans.
- Led creative campaigns for major sports and brand partners including the Atlanta Falcons, Atlanta United, and University of Georgia Bulldogs.

## AI ADOPTION & TECHNICAL WORKFLOW LEADERSHIP

- Selected to the company-wide AI Champions task force, charged with driving adoption and thought leadership across teams through weekly idea shares, resource distribution, and best practice development.
- Integrated AI tools into creative workflows using Gemini and reusable prompt systems to accelerate copy development, ideation, documentation, creative feedback, and repeatable production workflows.

## STREAMING, SOCIAL & BUSINESS IMPACT

- Contributed to FOX LOCAL's growth to 13M+ installs, 7M+ unique viewers, and 4B+ minutes watched across CTV and mobile app ecosystems, including Roku, Apple TV, Amazon Fire TV, iOS, and Android.
- Created the original TikTok daily news brief video format and led team execution, building a repeatable social-first template that generated 200M+ views, including one 43M+ view video and several reaching the millions.
- Contributed to 4B+ total promo video impressions across broadcast, streaming, and digital campaigns during my tenure.
- Mentored producers, editors, and creative team members on production craft, post-production quality, copywriting, visual storytelling, and platform-specific execution while helping modernize gear, workflows, and creative standards across the team.

## SELECTED HIGHLIGHTS

- Executive produced, directed, wrote, edited, and art directed the pilot series *The Georgia Scene*, developing the creative approach, production plan, editorial structure, and visual identity from scratch.
- Co-produced, directed, and edited *The Next Atlanta*, a quarterly series covering race, politics, and public policy, and launched two longform podcast series requiring sustained editorial and post-production oversight.
- Built modular promotional frameworks for recurring campaigns, enabling faster versioning, seasonal refreshes, and more consistent execution with less rebuild time.

## Fox Corporation | FOX 5 Atlanta / WAGA-TV / FOX LOCAL Atlanta — Atlanta, GA

### Senior Writer/Producer, Creative Services | Feb 2015 – Jun 2017

### Writer/Producer, Creative Services | Sep 2012 – Feb 2015

*Advanced through creative roles delivering high-performing video, promo, and brand campaigns in a deadline-driven broadcast environment.*

- Wrote, produced, edited, and delivered promotional campaigns, station image pieces, sports content, sales integrations, and short-form video across broadcast, digital, and social platforms.
- Built deep, hands-on fluency across the full production chain: strategy, scripting, shooting, editing, graphics, post-production, and delivery.
- Earned multiple Emmy nominations and contributed to Emmy Award-winning creative work through strong editorial judgment, craft, and execution.

## Frontier Radio Management | WGXA-TV / FOX24 / ABC16 — Macon, GA

### Promotion Manager | Sep 2008 – Sep 2012

### Promotions Writer/Producer | Sep 2007 – Sep 2008

*Grew from individual contributor to team leader across a FOX/ABC duopoly, building foundational production, brand systems, client communication, and leadership skills in a fast-moving local media environment.*

- Led creative execution for a full duopoly rebrand, including logo design, visual identity development, and brand architecture across both stations.
- Managed creative priorities across station leadership, sales, news, and client-facing work while building and refining end-to-end video production workflows.
- Progressed from individual contributor into team leadership by owning creative standards, production planning, stakeholder communication, and day-to-day execution.

## CERTIFICATIONS

---

- FAA Part 107 Certified Remote Pilot

## AWARDS & RECOGNITION

---

- Emmy Award winner with a dozen Emmy nominations for creative, promotional, and video work.
- FOX AI Champions task force member for AI adoption, workflow integration, and creative best practices.

## EDUCATION

---

**Georgia State University** — Bachelor of Arts, Communications: Film and Video | Minor in Journalism — Atlanta, GA | 2007