

Jaavon Martin

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Summary

Creative Operations and Production Leader with 5 years of experience building and optimizing systems within high volume, fast paced creative environments. Proven track record of leading cross studio operational integration, standardizing workflows across North America, and driving real time visibility into project pipelines supporting 40+ creatives and producers.

Experienced in executive facing utilization reporting, creative feedback translation, scope management, and DAM governance. Known for fostering alignment between leadership, clients, and creative teams while improving efficiency, protecting bandwidth, and increasing studio capacity.

Passionate about building operational frameworks that empower creatives, improve transparency, and support scalable brand growth.

Experience

Prose On Pixels

Associate Producer, New York, NY

10/2024 - 11/2025

Lead end to end management of high volume broadcast, digital, social, and OOH campaigns for global brands, partnering closely with editorial, animation, and VFX teams across multiple studios.

- Act as primary liaison between clients, producers, and creative teams, translating detailed feedback from Frame.io and Ziflow into actionable direction while preserving creative intent
- Facilitate review sessions to align stakeholders on scope, timelines, and deliverables. Proactively flag burn against scope and present solutions when risks arise
- Partner with creatives to establish realistic production timelines, balancing quality standards with delivery expectations
- Improve cross team alignment by refining project timelines, clarifying scopes of work, and reducing operational bottlenecks
- Collaborate with external printers and fabrication partners to ensure OOH creative meets exact dimensional and production specifications
- Provide consistent pipeline updates to leadership, contributing data to quarterly executive level presentations

Prose On Pixels

Scheduling Producer, New York, NY

11/2022 - 10/2024

Directed North American resource strategy across New York, Chicago, and Costa Rica studios, supporting 40+ producers and artists.

- Led post merge operational integration by designing and implementing a centralized project visibility tracker, consolidating active and upcoming jobs, budgets, job codes, ownership, and server locations across studios
- Standardized resourcing workflows across previously siloed teams, reducing process friction and enabling seamless cross studio collaboration
- Increased overall studio capacity by 15 percent by identifying availability gaps and optimizing artist utilization through improved forecasting

- Led daily North America pipeline meetings reviewing all active projects and artist bandwidth. Facilitated weekly utilization reviews with Executive Producers and Head of Production to set and evaluate performance targets
- Reorganized order of operations for resource allocation, reducing unnecessary steps and improving scheduling efficiency
- Trained producers and creative teams on standardized systems and incorporated feedback to continuously refine workflow practices
- Partnered with finance to monitor POs, track budgets, and ensure alignment between resourcing plans and financial targets

Prom Creative

Production Coordinator, Brooklyn, NY

03/2022 - 11/2022

Managed operational logistics for domestic and international productions supporting commercial and branded content shoots.

- Coordinated end to end production logistics including crew, vendors, equipment, and travel
- Oversaw global shipment of physical product samples to photographers, sets, and creators, ensuring timely delivery and asset readiness
- Developed call sheets and production documentation to maintain alignment across teams during high pressure shoot environments
- Managed project wrap processes including financial reconciliation, documentation, and standardized media archiving

No. 8

Creative Marketing Manager, San Francisco, CA

06/2021 - 12/2021

Led creative operations for multi channel product launch initiatives across retail, digital, ecommerce, and social platforms.

- Managed creative asset production across cross functional marketing teams
- Coordinated the brand's first product launch, aligning merchandising, digital, and creative departments around shared timelines and deliverables
- Implemented new approval workflows that improved communication clarity and reduced delays
- Tracked campaign budgets and timelines to ensure accountability and on time execution

Skills

Frame.io, Ziflow, Global Localization, Monday.com, Studio Management, Logistics and On-site Coordination, Artist Relations and Networking, Scheduling and Resource Allocation, After Effects, Premiere, Photoshop, Illustrator, Figma, Asana, Project Management, Google Suite, PO and Invoice Tracking

Education

Broadcasting and Electronic Communication Arts

San Francisco State University, San Francisco, CA

01/2022

Focus in video and audio production. Acquired proficiency in video editing through the production of school news stories, demonstrating a keen ability to craft compelling narratives. Additionally, honed skills in multicam editing for live performances, showcasing an aptitude for capturing dynamic events with precision and creativity.