

PROFILE

Creative Operations and multidisciplinary creative leader with 15+ years of experience building teams, modernizing workflows, and connecting Brand, Performance, Product, Lifecycle, Community, Events, and Partnerships to scalable execution. Combines creative judgment, operational rigor, AI workflow design, and people development to turn complex, high-stakes work into clear systems and measurable outcomes.

SELECTED IMPACT

2-4 DAYS → 30 MIN AI-enabled creative briefing	~200 ASSETS Delivered in two weeks	\$3M / MONTH Paid media supported	\$50K · 15 · 12 Budget · pros · production partners
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CORE EXPERTISE

Creative Operations • Creative Direction • AI Strategy & Adoption • **Integrated Campaigns** • Performance Creative • Brand Systems • **Resource & Capacity Planning** • Program Management • Team Development • **Executive Communication** • Agency & Vendor Leadership • Change Management

EXPERIENCE

HOUSECALL PRO

2019-Present

Senior Manager, Creative Operations

2026-Present

- Established the Creative Operations function across seven marketing disciplines, creating shared systems for intake, prioritization, resource planning, capacity visibility, project tracking, and stakeholder communication.
- Led AI workflow strategy with the CMO and Creative leadership; built Claude-based creative-brief and static-ad-copy skills that reduced briefing from 2-4 days to approximately 30 minutes and enabled same-day production starts.
- Designed an AI-enabled operating model spanning discovery, briefing, concepting, scripting, production, scaling, QA, and performance learning; presented recommendations directly to executive leadership.
- Provide day-to-day operational leadership to a 9-10 person multidisciplinary team while coordinating designers, video editors, agencies, freelancers, and partners across Brand, Product Marketing, Performance, Lifecycle, Community, Events, and Partnerships.
- Connected Motion performance insights to a recurring creative-refresh process, helping the team identify winning hooks and formats, scale high-performing concepts, and support approximately \$3M in monthly paid media investment.

Interim Creative Director | *Temporary leadership assignment*

2026

- Stepped into creative leadership during an organizational transition, established priorities and tracking systems, rallied the team, and delivered nearly 200 paid video assets across themes, lengths, aspect ratios, and platforms within approximately two weeks.
- Identified delivery risk before formal escalation and built a contingency plan that allowed the team to pivot immediately, preserve a major geo-test initiative, and restore confidence with executive and Performance Marketing stakeholders.
- Directed a \$50K nationwide production program in roughly one month, coordinating 15 home-service pros, 12 production companies, contracts, legal review, compensation, production calls, shot lists, schedules, and footage-transfer workflows.

Senior Manager, Multimedia

2024-2026

- Led multidisciplinary video, motion, and design work supporting Product Marketing, Brand, Performance Marketing, Lifecycle, Community, Partnerships, Sales Enablement, and Events.
- Directed integrated campaigns spanning product launches, paid acquisition, customer storytelling, educational content, franchise marketing, events, billboards, and strategic partnerships including Home Depot, Sherwin-Williams, Molly Maid, and Reece Supply.
- Built repeatable production systems, nationwide content-capture networks, and internal footage libraries that increased creative velocity and generated hundreds of hours of testimonial and B-roll content.
- Helped establish a Motion-informed testing model for performance creative; the team iterated on winning concepts and reported results at roughly 2x typical SaaS benchmarks.

Manager, Multimedia

2022-2024

- Expanded the multimedia function from production execution into team leadership, operational planning, creative standards, and cross-functional campaign support.
- Improved project coordination and production consistency while mentoring creative professionals across video, motion, and adjacent design disciplines.

Lead Video & Motion Designer

2020-2022

- Led video strategy and motion execution for product marketing, brand, customer education, and performance campaigns as the company scaled.
- Created customer-led and product-focused assets that became repeatable foundations for paid media, launches, and multi-channel storytelling.

Multimedia Specialist

2019-2020

- Produced customer stories, product demonstrations, paid ads, motion graphics, and campaign content supporting a rapidly growing SaaS marketing organization.
- Introduced production standards and workflows that helped establish the internal multimedia capability.

ENTREPRENEURIAL EXPERIENCE

JC NAVARRO FILMS | Founder & Creative Director

2012-2019

- Founded and operated a full-service video studio, leading client strategy, creative direction, production, post-production, timelines, budgets, and vendor relationships for brands and nonprofit organizations.
- Created mission-driven campaigns associated with more than \$950K in annual fundraising outcomes across Diabetes Research Connection, Angels Foster Family Network, and Natural High; personally raised approximately \$130K annually for InterVarsity.
- Built creative systems that balanced strong storytelling with practical constraints, translating organizational goals into work that moved audiences to action.

LEADERSHIP & TECHNOLOGY

LEADERSHIP & OPERATIONS

Operational strategy • Creative direction • Team development • Executive presentations • OKRs & business reviews • Process redesign • Stakeholder alignment • Budget and vendor management

AI, CREATIVE & PROJECT PLATFORMS

Claude • ChatGPT • Gemini • Daydream • Flora • ElevenLabs • Motion • Adobe Creative Cloud • Figma • Monday.com • Asana • Jira • Google Workspace • Gantt planning

EDUCATION

San Diego State University | Bachelor of Arts, Public Administration | 2005