

Allan Hutchinson

Emmy-winning creative services leader building AI-powered creative systems for fast-moving go-to-market teams.

Creative Services Leader | AI Workflow Architect | Brand, Campaign & Content Systems | Creative Operations

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SUMMARY

Emmy-winning creative services leader with 19 years running high-volume creative operations across broadcast, streaming, digital, social, sports, and brand campaigns. I build the systems that help creative teams move faster without lowering the bar: clearer intake, better triage, repeatable workflows, stronger storytelling, and AI-supported production infrastructure.

At FOX 5 Atlanta and FOX LOCAL, I manage 100+ annual projects across multi-platform campaigns, stakeholder-driven creative, daily deadlines, and platform growth. I have custom-engineered workflow dashboards, integrated AI into everyday creative development, and built automated briefing systems for senior leadership. My work connects creative execution to measurable outcomes, including FOX LOCAL growth to 13M+ installs, 7M+ unique viewers, and 4B+ minutes watched. I thrive in fast-moving environments where brand, content, product, growth, and revenue teams need creative that is on-strategy, scalable, and outcome-driven.

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, creating a single source of truth for active work, owners, deadlines, status, deliverables, priorities, and stakeholder visibility. 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 creative operations for 100+ annual campaigns and content initiatives, from kickoff through final delivery, tracking timelines, reviews, revisions, approvals, stakeholder needs, and cross-platform deliverables.
- 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 by helping translate platform strategy into clear, repeatable, high-impact creative across CTV, mobile, social, and digital ecosystems.
- 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