SARAH ANNE DENCH

CREATIVE OPERATIONS | PRODUCTION & PROJECT MANAGEMENT

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PROFILE

Creative operations professional with 6+ years of experience managing high-volume production, cross-functional teams, and complex workflows. Skilled in building scalable systems, improving operational visibility, and coordinating priorities, resources, deadlines, and stakeholders to deliver high-quality creative work efficiently.

CORE SKILLS

- Creative Operations & Project Management
- Resource & Capacity Planning
- Cross-Functional Collaboration
- Project Tracking
- Process Improvement & Change Implementation
- SOP Development
- Risk Identification & Escalation
- Documentation & Knowledge Management
- Quality Assurance & Version Control
- Creative Production Management
- Team Leadership

EXPERIENCE

JENNIFERMAKER | Video Team Manager
Previously Lead Video Editor / Video Editor
REMOTE | June 2022 - September 2026

KEY RESPONSIBILITIES

- **Managed high-volume creative production**, balancing competing priorities, resources, deadlines, dependencies, and quality requirements across concurrent projects.
- **Built and maintained scalable creative operations systems**, including workflows, documentation, tracking tools, quality frameworks, training resources, and reusable production assets.
- **Proactively managed production risks and dependencies**, identifying missing assets, blockers, resource needs, and schedule impacts and coordinating solutions with leadership and stakeholders.
- **Led cross-functional production coordination**, communicating priorities, requirements, constraints, risks, and recommendations across Creative, Design, Writing, and leadership.
- **Managed team capacity and performance**, overseeing two direct reports, workload distribution, deadlines, coaching, development, and team communication.
- **Evaluated creative and operational changes for feasibility**, identifying downstream workflow impacts, technical requirements, resource needs, and implementation tradeoffs.

SELECTED IMPACT

25+	3	6-8 / 10-15+	~95%	15-40+ MIN.	~50 → 100+
SOPs & WORKFLOWS	PRODUCTION TRACKING SYSTEMS	CONCURRENT PROJECTS TYPICAL / PEAK	RECURRING GRAPHICS PRECONFIGURED	EST. SETUP SAVED PER VIDEO	ANNUAL STANDARD VIDEO DELIVERABLES

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CREATIVE TECHNOLOGY

OPERATIONS & COLLABORATION

- Google Workspace
- Slack
- Spreadsheet-Based Production Tracking
- Dropbox
- Frame.io/Review Platforms
- Asset & Version Management

CREATIVE PRODUCTION

- Adobe Premiere Pro, After Effects, Audition, Photoshop, Illustrator, & Media Encoder
- DaVinci Resolve

METHODS

- SOP Development
- Workflow Mapping
- Quality Frameworks
- Production Tracking
- Documentation Governance
- Resource Planning
- Process Standardization

SYSTEMS & PROCESS IMPROVEMENT

- **Developed standardized quality frameworks and evaluation criteria** to define production-ready requirements and improve consistency across deliverables.
- **Created documentation and training resources** that standardized team knowledge and reduced reliance on undocumented processes.
- **Built custom tracking workflows when existing tooling no longer supported production needs**, improving visibility into assets, ownership, deadlines, status, and blockers.
- **Supported a ~2× expansion in annual standard production capacity**, from approximately 50 to 100+ video deliverables, while accommodating additional premium, course, event, seasonal, and derivative content.

SELECTED SYSTEMS & INITIATIVES

Production Tracking Systems
Designed three custom systems to centralize assets, assignments, deadlines, deliverable status, progress, notes, and production issues across standard and high-volume productions.

Operational Knowledge Base
Authored and maintained a 36-page guide documenting end-to-end workflows, technical standards, file organization, quality requirements, review procedures, revisions, and delivery.

Standardized Workflows
Developed and maintained 25+ SOPs spanning production, project tracking, asset management, post-production, QC, review, revisions, and final delivery.

Reusable Production System
Built and maintained a centralized reusable asset library that standardized recurring graphics across the team, improving consistency and reducing repetitive setup.

CROSS-FUNCTIONAL LEADERSHIP & OPERATIONS

- **Led bi-weekly team operations meetings** covering workloads, assignments, deadlines, blockers, escalation needs, and continuous improvement.
- **Participated in monthly cross-functional Creative Meetings** to align priorities and communicate production requirements, constraints, and risks across Creative, Design, and Writing.
- **Managed two direct reports**, overseeing capacity, workload distribution, performance management, coaching, development, and deadline accountability.
- **Advised leadership on operational feasibility**, evaluating downstream impacts, resource requirements, technical constraints, workflow implications, and production tradeoffs.

EDUCATION

COLUMBIA COLLEGE CHICAGO

Bachelor of Arts

Television & Post-Production Effects

Minor, Creative Advertising | **Magna Cum Laude**