

Marco Brock

Manager, Creative Services

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📍 Charlotte, NC 28203

STRENGTHS

- 📅 **Capacity Planning**
Built weekly workload reviews by skill and account complexity. Teams gained earlier visibility into delivery risks and staffing needs.
- 👥 **People Development**
Used one to ones, calibration, and quality data to guide growth. Specialists received clearer goals and more useful coaching.
- 🎯 **Service Quality**
Created QA checklists and approval gates for websites and content. Consistent review became part of everyday delivery.
- 🗣 **Customer Escalations**
Handled priority client concerns with calm coordination across teams. Clear next steps helped restore confidence during difficult launches.
- ♥ **Operational Analytics**
Turned queue, cycle time, SLA, revision, and escalation data into staffing and workflow decisions that leaders could act on.

SKILLS

Creative Services Management

People Leadership

Website Delivery

Custom Branded Apps

Restaurant Marketing

SMB Marketing Martech

Agency Operations

Capacity Planning

Workload Management

Service Level Agreements

Quality Assurance Playbooks

SUMMARY

Creative services leader with eight years delivering **restaurant websites**, **custom branded apps**, and multi channel content for restaurant, SMB, and technology clients. More than three years managing designers, developers, and content specialists through capacity planning, service level agreements, quality assurance, coaching, escalations, and continuous improvement. Builds repeatable playbooks, **review cycles**, intake systems, and workload practices that connect customer expectations with measurable delivery performance. Uses KPIs and dashboards to identify bottlenecks, guide staffing decisions, and improve response times. Partners with Product, Customer Success, Sales, Legal, Finance, and strategy teams on feature pilots and service improvements. Applies AI tools with human accountability across research, documentation, content workflows, and operational analysis. Brings practical restaurant and martech context to scalable creative operations and dependable **customer outcomes**.

EXPERIENCE

Creative Services Manager

Northline Creative Studio 📅 June 2023 - Present 📍 Charlotte, NC

Lead a nine person creative services team delivering restaurant websites, branded ordering experiences, campaign content, and digital launch packages. Own capacity planning, service level agreements, quality systems, coaching, escalations, product pilots, and operating improvements across managed service accounts.

- Led restaurant website launches through **capacity** reviews, improving deadline visibility across nine specialists.
- Built SLA dashboards with weekly workload reviews, surfacing delivery risks before **customer escalations**.
- Created playbooks and **QA checklists**, giving **campaign calendars** and copy approval consistent review points.
- Ran weekly coaching and calibration sessions, connecting quality data with practical **career development**.
- Coordinated priority escalations across account, creative, development, and legal partners, preserving customer trust.
- Piloted AI assisted content workflows with **Product Strategy**, converting useful tests into repeatable practices.

Associate Creative Services Manager

BlueOak Digital Agency 📅 March 2021 - May 2023 📍 Atlanta, GA

Managed delivery for SMB website, app, email, and content programs across creative specialists and account leads. Supervised five team members while building KPI reporting, standardized intake, quality review, handoffs, and escalation practices across multiple channels.

- Managed SMB website and app programs, aligning **designers**, **developers**, writers, and account leads.
- Established **coaching** and work review routines, helping five specialists focus on clear delivery **goals**.
- Built KPI reports for queue volume, cycle time, SLA attainment, revisions, and escalations.
- Standardized intake and creative briefs, reducing ambiguity across email, website, app, and content work.
- Resolved account escalations through clarified requirements and coordinated brand or compliance reviews.
- Partnered with **Sales** and **Customer Success**, documenting recurring service issues for operating reviews.

Senior Digital Project Lead

Copper Finch Marketing 📅 July 2019 - February 2021 📍 Nashville, TN

Customer Escalations

KPI Dashboards

LANGUAGES

English Native

Spanish Intermediate

MY CAREER



● Creative Services Manager at Northline Creative Studio (3.3 Years)

● Associate Creative Services Manager at BlueOak Digital Agency (2.2 Years)

● Senior Digital Project Lead at Copper Finch Marketing (1.6 Years)

● Digital Project Coordinator at BrightPath Web Collective (8 Months)

Directed concurrent website and campaign engagements for restaurant groups and local service businesses from discovery through launch. Coordinated cross functional production, client reviews, workload decisions, **quality** checks, and post launch learning across changing requirements.

- Directed **restaurant** website launches, keeping designers, **developers**, and copywriters aligned through production.
- Created launch checklists for content, responsive review, links, approvals, brand, and handoff.
- Tracked **workload** metrics, identifying resource conflicts early for account leader sequencing decisions.
- Guided client **review cycles**, turning scattered feedback into focused revisions for production teams.
- Captured post launch lessons, improving templates, staffing assumptions, and service package decisions.

Digital Project Coordinator

BrightPath Web Collective 📅 October 2018 - June 2019 📍 Greenville, SC

Coordinated small business website builds from kickoff through launch, maintaining schedules, content inventories, approvals, assignments, and quality checks. Turned discovery information into organized requirements while documenting risks, decisions, and recurring process improvements.

- Coordinated small business website builds, maintaining schedules, content inventories, approvals, and assignments.
- Converted discovery notes into page and asset requirements, helping teams start work with clarity.
- Maintained project boards and deadline reports, escalating missing inputs before launch dates.
- Performed pre launch QA across navigation, responsive presentation, links, forms, and brand materials.
- Organized client feedback into prioritized revision rounds for **designers** and **developers**.
- Documented launch decisions and recurring process issues, supporting future delivery improvements.

PROJECTS

Restaurant Digital Launch Playbook 📅 2024

Created a reusable operating playbook for restaurant website and branded ordering launches. It connected intake, capacity review, campaign calendars, QA gates, approvals, handoff, and post launch learning in one practical workflow.

AI Assisted Content Pilot 📅 2024

Partnered with product strategy and customer teams on an AI assisted content pilot. Human review protected brand and legal standards while reusable guidance supported faster research, documentation, and content production.

LEADERSHIP & AWARDS

- Creative Operations Peer Mentoring Circle, Mentor, 2024 to Present. Helped peers turn delivery challenges into practical coaching conversations.
- Regional Digital Services Community, Volunteer Workshop Facilitator, 2023 to 2026. Led sessions on website delivery, quality review, and client communication.

EDUCATION

Bachelor's Degree in Marketing

University of South Carolina 🎓 GPA: 3.5 📅 2018 📍 Columbia, SC

Coursework: Marketing strategy, consumer behavior, digital marketing, project management

CERTIFICATIONS

- Certified ScrumMaster 📅 2024
- Google Project Management Professional Certificate 📅 2022

TECHNICAL SKILLS

- **Web Platforms:** Restaurant websites, responsive design, content management systems

- **Branded Apps:** Custom branded apps, ordering experiences, app content
- **Content Operations:** Campaign calendars, copy review, content workflows
- **Project Management:** Scrum, project boards, launch checklists
- **Service Delivery:** SLAs, capacity planning, workload management
- **Quality Assurance:** QA checklists, calibration, approval gates
- **Analytics and Reporting:** KPIs, dashboards, queue volume, cycle time
- **Customer Operations:** Account management, escalations, customer feedback
- **Collaboration Platforms:** Product tools, Customer Success systems, Sales systems
- **AI Workflows:** AI assisted research, AI content workflows, human review
- **Brand and Legal Review:** Brand standards, legal standards, compliance review
- **Creative Production:** Design production, web development, copywriting

PROFESSIONAL AFFILIATIONS

- Creative Operations Peer Mentoring Circle, supporting shared learning across delivery leaders and creative specialists.
- Regional Digital Services Community, contributing practical workshops for digital service professionals and local teams.

ADDITIONAL INFORMATION

Work Status : Authorized to work in United States. No sponsorship required.

REFERENCES

AVAILABLE ON REQUEST