

JOHN CLARK

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PROMOTIONAL ARTWORK MANAGER, APP STORE

Dynamic digital asset manager with a strong history of success in creating fully integrated solutions for major operating system launches across multiple platforms worldwide. An accomplished digital expert at developing strategies that satisfy cross-functional and top-tier client needs for internal & external stakeholders. Have onboarded, trained and lead several other Promotional Artwork Managers since 2017.

*Digital Asset Management | Digital Operations | Process Improvement | Project Management | Data Analysis
Cross-Functional Teamwork | Internal/External Partners | Tools Enhancement | Media Creation | Marketing
Vendor Management | Business Operations | Customer Support | Training & Development*

KEY ACCOMPLISHMENTS

- Lead stakeholder for update to promotional artwork internal tools/processes and external partner resources across all major App Store launches from 2017 - 2021 (iOS, macOS, tvOS, watchOS, In-App Events) (Apple)
- Expanded from one art template across two platforms in 2016 to 14 templates across 5 platforms in 2019; used daily across 175 store fronts worldwide (Apple)

TECHNICAL SKILLS

*In-house CMS, ticket creation, project management tools
Capturing screenshots on iOS devices for use on the iOS App Store: Today Tab
Photoshop | iMovie | Pages, Numbers, Keynote | Slack | Quip | HTML/CSS | Salesforce
Microsoft Office 365: Word, Excel, PowerPoint*

PROFESSIONAL EXPERIENCE

APPLE | CUPERTINO, CA

07/2015 – PRESENT

PROMOTIONAL ARTWORK MANAGER: APP STORE PRODUCTION OPERATIONS 12/2016 – PRESENT.

- Manage digital assets including art, photography, and video; processing 300+ asset requests weekly from internal stakeholders, including: app/game developers, creative agencies, and streaming content providers
- Update and enhance tools including [promotional artwork guidelines](#), technical specifications content management system (CMS), developer upload portal, and developer art templates
- Instituted “white-glove” support program for 20+ entertainment/sports partners and the business management team, streamlining/troubleshooting the creative efforts directly with developers (HBO, HULU, NFL, MLB, NBA)
- Work with 8+ internal teams including editorial, design, engineering, marketing, project management, business management and business affairs to enhance/improve processes and tools including art request/review, asset transfer, and business affairs processing
- Capture screenshots on iOS devices for use on the iOS App Store: Today Tab
- Update/enhance tools used to support the expansion and re-design of app store/apple platforms since 2016
- Onboard, train and lead new team members as needed to support the 700% global team volume increase since 2017

VIDEO QUALITY ANALYST: iTUNES (APPLE MEDIA PRODUCTS) VIDEO OPERATIONS 07/2015 – 06/2016

- Managed quality control (QC) for video content, reviewed 50+ videos daily, issued 20+ weekly bug tickets
- Contributed to a tool enhancement, improving efficiency for the video workflow/automation process and scalability
- Met 100% of review goals including 8 reviews for blockbuster full-length feature films at 100%

ABBOTT VASCULAR | SANTA CLARA, CA

2015

TRAINING COORDINATOR

- Coordinated on-boarding and logistics for product training for the national field sales team
- Managed the class roster for 10 unique classes across 3 separate business units
- Created 30+ monthly purchase orders/payment requests for 3rd party vendors

22 MILES INC. | SAN JOSE, CA

2014 – 2015

SOFTWARE TRAINER/TECHNICAL SUPPORT

- Managed 10+ clients for technical support/software training for touch screen in-building navigation systems
- Conducted 3-4 web-based training sessions weekly for prospective customers; built training materials including user guides, tutorial videos and product mock-ups

RAINMAKER SYSTEMS | SAN JOSE, CA

2013 – 2014

SALES/SUPPORT ADMINISTRATOR

- Top sales agent in Q1 2014 with \$200K+ in sales
- Supported a 20-person B2B telecom sales team
- Documented training of systems and best practices; reduced agent research time by 20 hours per week
- Conducted 3-4 web-based product demonstrations weekly while managing the trial program for potential customers

CEPHEID | SUNNYVALE, CA

2006 – 2013

PRODUCT TRANSFER ASSOCIATE/CHEMIST

- Managed process development for scale-up and manufacturing of a 30+ medical diagnostic product line including documentation, report generation, product manufacturing, and testing/troubleshooting
- Supported six new product introductions (NPI) for several successful launches

EDUCATION & TRAINING

Bachelor of Science, Biopsychology, University of California
Sales Force Administration Certificate (ADM 201)