

# JOHN CLARK

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## PROMOTIONAL ARTWORK MANAGER, APP STORE

Dynamic Project Manager and aspiring UX Designer 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. Extensive experience working with sports leagues: MLB, NBA, WNBA, NHL, MLS.

*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 - 2024 (iOS, macOS, tvOS, watchOS, In-App Events) (Apple)
- DRI for App Store/Sports leagues relationships: MLB, NBA, WNBA, NHL, MLS. Successful completion of dozens of complex cross-functional projects since 2017 (Apple)

### TECHNICAL SKILLS

*Tools/product enhancement, In-house CMS, ticket creation, project management  
Content creation for presentations to leadership, internal and external stakeholders  
Photoshop | Pages, Numbers/Excel, Keynote | Slack | Quip*

### 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](#), App Store Connect, technical specifications content management system (CMS), and developer art templates
- Content creation for presentations to leadership, internal and external stakeholders
- Onboard, train and lead new team members as needed to support the 700% global team volume increase since 2017

**VIDEO QUALITY ANALYST: iTUNES (APPLE Services Engineering) VIDEO OPERATIONS** 07/2015 – 06/2016

- Performed quality control (QC) for video content, reviewed 50+ videos daily, issued 20+ weekly bug tickets, tool enhancement, workflow improvement, scalability

### Activities & Interests

Manager of Apple Silicon Valley COED Softball League (Official Apple Club), San Francisco Giants fan and Ballpark Chaser (have completed 17 out of 30 MLB ballparks), Car enthusiast and motorcycle rider

### EDUCATION & TRAINING

Currently enrolled in the Google UX Design Certificate Program (expected completion December 2024)  
Bachelor of Science, Biopsychology, University of California