

TOMASZ WERNER

Creative Operations Manager | Creative Production, Studio Operations & Workflow Systems

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PROFILE

Creative producer and operations leader with 10+ years taking brand, campaign, and documentary work from brief through delivery, and building the teams and AI-enabled systems that let creative work happen at scale. At Output Inc., built the in-house studio and run creative operations across 20+ concurrent workstreams on an AI-enriched production system, from intake and briefs through review, approvals, and delivery, with generative AI built into the work and human review on everything that ships. Earlier produced brand and documentary films for Google and Amazon, led agency-side production on eBay campaigns, and was a producer and DP on Emmy Award-winning Vice News Tonight on HBO.

CORE COMPETENCIES

- Applied AI in Workflows
- Systems & Workflow Design
- Studio & Team Building
- Campaign Operations
- Executive Production
- Editorial & Series Development

EXPERIENCE

Creative Operations Manager | Output Inc. | 2025–Present | Los Angeles

- Run intake, briefing, scheduling, and review and approval cycles for campaign and launch work across 20+ concurrent workstreams, serving as the primary point of contact for stakeholders and agency partners from brief through delivery.
- Built an AI-enabled operating layer across the creative lifecycle, with automated agents (Zapier, Claude, Gemini) handling asset tagging, transcription, captioning, and status handoffs between Airtable, Frame.io, Google Drive, and Slack.
- Lead and scale the AI-enriched project and asset management system (built in Airtable), giving the team a shared source of truth for status, assets, and review, adopted across the marketing team and scaling creative output 50% without added headcount.
- Apply generative AI in finished creative, including ElevenLabs voiceover patches, Runway upscaling, and Veo, Higgsfield, and Midjourney for shots and concept frames, with human review on every asset before it ships.
- Build, manage, and mentor a cross-disciplinary in-house studio of producers, editors, and designers, including hiring, onboarding, and role definition.
- Own the production budget end to end, from bids and SOWs through spend tracking and Finance reconciliation.

Supervising Producer | Output Inc. | 2021–2025 | Los Angeles

- Built the operational framework for Output's content production from the ground up, including briefing standards, series formats, and delivery governance; held quality across a growing concurrent project slate.
- Architected the AI-enriched project and asset management system (built in Airtable), rebuilding the team's inherited tracker and connecting Frame.io, Figma, Google Drive, and Slack through APIs.
- Ran creative operations for the omni-channel launch of Output's Co-Producer plugin, Output's biggest launch to date, across web, press, Meta ads, YouTube influencer videos, and social, coordinating creative, paid, influencer, and product partners against a fixed launch window.
- Led YouTube editorial programming, developing series formats, editorial voice, and storytelling frameworks grounded in audience retention and engagement data.

Executive Producer | Duo Video | 2019–2021 | Los Angeles

- Client-facing executive producer for Google and Amazon, managing budgets, vendors, usage rights, and multi-stakeholder review, including films for Google Arts & Culture and the Artists + Machine Learning initiative.

- Executive produced the Amazon Echo Buds launch vision film for Amazon Devices & Services, coordinating across Amazon brand, product, and agency teams through delivery sign-off.

Producer | Ghost Robot (eBay / Edelman) | 2020 | Los Angeles

- Primary production partner to Edelman, eBay's agency of record, on integrated brand campaigns (Up & Running, 25th Anniversary, Holiday Marketplace), owning budgets, schedules, vendors, talent, and multi-channel delivery.
- Produced eBay's Authentication Station, a drive-thru appraisal activation in a Hollywood gas station, with on-site footage cut into highlights and social clips by a remote edit team in real time.

Producer | Splice | 2018–2020 | New York

- Created In the Studio as Splice's first editorial content series; defined the format and production framework from the ground up, managed music rights and talent approvals, and averaged 500K+ views per episode.
- Partnered with Splice's marketing and product leadership on content strategy and audience development for the series.

Producer / Director of Photography | Vice News Tonight (HBO) | 2017–2019 | New York

- Producer and DP for Emmy Award-winning Vice News Tonight on HBO, high-volume broadcast production requiring editorial judgment, independent execution, and consistent delivery under deadline.
- Traveled across the U.S. covering national, local, and breaking news stories, with gimbal, aerial, and standard camera operation.

Producer | Kickstarter | 2012–2016 | New York

- Joined as Kickstarter's first in-house filmmaker, pitching, scripting, directing, and editing short-form content, PSAs, and brand campaigns, and managing editors, designers, and audio engineers.
- Developed and led Kickstarter's first editorial content strategy, and produced creator-focused live events including an annual film festival and panel series for a community of 100K+ creator projects.

SKILLS

Creative Operations: Production operating models, intake and prioritization, capacity and resource planning, review and approval workflows, production metrics and retrospectives, SOPs and templates, executive reporting

Production & Budgets: End-to-end video, photo, motion, and campaign production, agency and vendor management, budgets, SOWs, usage rights and licensing, creator and freelancer agreements, Finance reconciliation

AI & PRODUCTION STACK

AI & Generative Media: Claude, Claude Code, ChatGPT, Gemini, Veo, Higgsfield, ElevenLabs, Midjourney, Runway, Descript

Automation & Custom Tooling: AI-enriched Airtable databases, Zapier, Obello, Airtable API, MCP connectors, Python and JavaScript scripting (Claude Code), Figma plugin development, Git, Confluence

Production & Platforms: Frame.io, Figma, Notion, Asana, Jira, ClickUp, Google Workspace, Microsoft Office and Teams, Slack, Looker, Adobe Premiere Pro, After Effects, Photoshop

EDUCATION

MFA, Film Production University of Texas at Austin

BS, Economics University of Minnesota–Twin Cities

LANGUAGES

English (native) · Polish (fluent) · German (conversational)