

JED ASTURIAS

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Creative Manager with over seven years of experience in entertainment marketing and asset production for streaming and theatrical campaigns. Skilled at optimizing workflows, coordinating cross-functional teams, and integrating stakeholder feedback to deliver key art, social content, and trailers. Proven track record of implementing scalable systems and driving campaign efficiencies across global platforms.

CORE SKILLS & COMPETENCIES

- **Marketing & Creative Development:** Television & Streaming Marketing, Campaign Management, Creative Development Processes, Thumbnail & Key Art, Print & Digital Production, Brand Quality Control, Content Planning
- **Project & Stakeholder Management:** Workflow Optimization & Process Improvement, Cross-Functional Collaboration, Partner & Stakeholder Management, Talent Approval Coordination, Project Intake & Request Management, Asset Tracking & Organization
- **Technical & Software Proficiencies:** Adobe Creative Suite, Microsoft Office (Word, Excel, PowerPoint), Airtable, Google Slides, Keynote, HTML5

PROFESSIONAL EXPERIENCE

THE WALT DISNEY COMPANY | BURBANK, CA | 2022 - 2026

Creative Manager

- Oversaw high-volume thumbnail production and asset workflows, managing partner relationships, talent approvals, and scalable systems supporting Disney-branded streaming platforms.
- Reduced unnecessary outsourcing costs and improved on-time thumbnail delivery for Disney+ by leveraging strategic project management to create spoiler-free temporary assets that provided content partners a reliable fallback when talent approvals delayed final creative.
- Improved project visibility, organization, and prioritization by implementing an Airtable-based request form and data management system that centralized incoming creative requests and ensured smaller projects were consistently tracked.
- Strengthened cross-partner execution by standardizing thumbnail systems and workflows to align with content planning processes, ensuring brand consistency across regions and streaming partners.
- Accelerated asset readiness for social and platform use by streamlining routing, approvals, and ESPN asset conversion for company-branded content.

WARNER BROS. ENTERTAINMENT | BURBANK, CA | 2021-2022

Creative Advertising Coordinator

- Coordinated high-volume creative asset production and campaign support workflows, partnering with internal teams to prepare, track, and distribute materials for theatrical advertising and outdoor placements.
- Minimized delivery bottlenecks and enhanced on-time campaign execution by converting approved key art into print-ready billboard files using Keynote templates, freeing creative managers to focus on higher-priority projects and accelerating agency turnaround.
- Streamlined asset intake and reduced downstream rework by proactively auditing incoming theatrical files and introducing simplified, agency-ready versions, improving visibility and ensuring consistent, usable file delivery.
- Elevated campaign organization and stakeholder visibility by producing outdoor placement charts, campaign overviews, and weekly reporting decks in Google Slides for internal distribution.
- Fostered production efficiency and cross-team coordination by securing photography, CADs, and illustrations to support accurate layouts and production needs.

24SEVEN | LOS ANGELES, CA | 2020-2021

Walt Disney Creative Services Design Coordinator

- Supported end-to-end design and production of marketing content for film and television programming, contributing to concept development and execution across direct-to-consumer and international business lines.
- Delivered high-quality creative assets for film and television marketing campaigns by supporting concept development and executing design production across global direct-to-consumer initiatives.

21ST CENTURY FOX | CULVER CITY, CA | 2018

Design & Creative Services Intern

- Contributed to design and production of marketing materials across print, digital, and presentation formats, supporting branding, asset creation, and launch initiatives for media and platform campaigns.
- Accelerated turnaround for World Cup campaign banners and ensured on-time delivery by building a flexible template system that enabled instant team swaps as match outcomes changed, reducing production stress and uncertainty.
- Facilitated consistency and efficiency of marketing deliverables by producing key art, adapting logos to brand guidelines, and supporting asset development for app and platform launches.

WARNER BROS. WORLDWIDE TELEVISION MARKETING | BURBANK, CA | 2017

Creative Services Art/Print Intern

- Assisted with creative marketing and print production workflows, supporting strategy development, color proofing, and execution for international television campaigns.
- Expanded visibility for key IP by developing an iOS sticker app using existing assets, applying self-taught Xcode skills to repurpose content for high-impact franchises.

CERTIFICATION

April 2026 Google AI Certified

EDUCATION

California State University, Fullerton | B.F.A. Graphic Design | 2018
Irvine Valley College | A.A. Digital Media Arts | 2014