

Allan Hutchinson

Emmy-winning Creative Leader Making Fast-Moving Creative Teams Sharper, Faster, and More Cinematic

Creative Director | AI-Native Creative Systems Leader | Video, Brand & Motion

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SUMMARY

Emmy-winning creative leader with 19 years of experience building video, brand, motion, campaign, and content systems across broadcast, CTV, mobile, social, and sports partnerships. I lead multidisciplinary creative work as a player/coach, staying close to the work across writing, editing, directing, production, post, and workflow design.

I lead high-output creative operations for FOX Corporation at FOX 5 Atlanta and FOX LOCAL, supporting a digital platform with 13M+ installs, 7M+ unique viewers, and 4B+ minutes watched.

I use AI and automation every day to accelerate concept development, copy refinement, content intelligence, workflow design, executive reporting, and the creative systems that help teams move faster without losing taste, clarity, or craft.

CORE OPERATING EXPERTISE

Creative Direction: Campaign concepts, brand systems, video and motion direction, copy direction, art direction collaboration, social content, product marketing creative, CTV/mobile creative

Creative Operations: Project intake and triage, production timelines, daily prioritization, campaign tracking, review and approval workflows, delivery management, creative quality standards, stakeholder alignment

AI & Automation: Gemini, ChatGPT, reusable prompt frameworks, AI-assisted concepting, copy refinement, content intelligence, Google Apps Script, MS Power Automate, custom-designed workflow tools

Video Production: Pre-production (including AI-assisted mocks and development), copywriting/scripting, shoot logistics, cinematic lighting, directing, editing, post-production, VFX, versioning, promos, trailers, sizzles, social video

Platforms & Tools: Adobe Premiere Pro, After Effects, Photoshop, Google Workspace, Google Apps Script, Gemini API, Google Cloud Platform, Microsoft Power Automate, CTV/mobile/social distribution workflows

Leadership: Player/coach creative leadership, stakeholder presentation, cross-functional alignment, team resourcing, creative review, mentorship, operational problem-solving, quality control

AI WORKFLOW, AUTOMATION & CREATIVE SYSTEMS

Custom-Engineered Creative Operations Dashboard

Built a complete internal creative ops system using Google Workspace, Apps Script, and custom project tracking logic, managing active work, owners, deadlines, status, deliverables, and priorities across the full team. Created dedicated project management-style functionality from scratch when no formal platform was available.

Automated Statewide Intelligence Email Workflow

Designed an automated workflow that scrapes dozens of Georgia media outlets and community forums, aggregates results via Gemini API, and delivers a curated daily briefing to senior leadership inboxes, including the SVP/GM, VP News Director, and VP of Creative. Fully automated, no manual assembly required.

Apps Script, Custom UI & Workflow Tools

Built production-ready Google Workspace tools using Apps Script and custom HTML modals for guided workflows, repeatable actions, team updates, approval support, and faster project visibility inside existing systems.

AI-Assisted Concepting & Creative Development

Apply AI to pressure-test concepts, draft and refine copy, generate alternate messaging directions, build fast creative starting points, and help teams iterate faster while keeping human taste, judgment, and production craft at the center.

PROFESSIONAL EXPERIENCE

Fox Corporation | FOX 5 Atlanta / WAGA-TV / FOX LOCAL Atlanta — Atlanta, GA

Creative Services Manager | Jun 2017 – Present

Reporting directly to the VP of Creative, lead creative operations, video production, campaign execution, and AI-assisted workflow development for a top-10 market FOX station and FOX LOCAL, managing high-volume creative across broadcast, CTV, mobile, social, sports, sales, and brand campaigns.

CREATIVE DIRECTION, OPS & WORKFLOW SYSTEMS

- Own end-to-end creative leadership and project management for 100+ annual campaigns, from concept through final delivery, tracking timelines, reviews, revisions, approvals, and stakeholder needs across multiple platforms and departments.
- Run daily creative triage to review active projects, surface risks, set priorities, shape creative direction, and delegate work, keeping the full project load visible and moving without anything falling through the cracks.
- Built and maintain a custom creative ops dashboard in Google Workspace that serves as the single source of truth for active projects, owners, deadlines, status, priorities, and creative review needs.
- Lead daily and weekly creative planning conversations to align on workload, identify capacity pressure, surface risks early, clarify ownership, drive accountability, and maintain creative quality across active workstreams.

VIDEO, MOTION & CAMPAIGN EXECUTION

- Lead video and motion production from concept through delivery, including scripting, pre-production, shoot logistics, editorial direction, post-production, feedback cycles, versioning, and final QC.
- Partner with news, programming, sales, sports, investigative, digital, and external stakeholders to translate business needs into clear creative concepts, production plans, and audience-facing campaigns.
- Led creative campaigns and video work for major sports and brand partners including the Atlanta Falcons, Atlanta United, and University of Georgia Bulldogs.

AI-ASSISTED CREATIVE & TECHNICAL WORKFLOW LEADERSHIP

- Selected to the company-wide AI Champions task force, helping drive adoption and thought leadership across teams through idea sharing, resource distribution, workflow examples, and best practice development.
- Integrate AI tools into creative workflows using Gemini Pro and reusable prompt systems to accelerate conceiving, copy development, documentation, creative feedback, and repeatable production workflows.

STREAMING, SOCIAL & BUSINESS IMPACT

- Contributed to FOX LOCAL's growth to 13M+ installs, 7M+ unique viewers, and 4B+ minutes watched across CTV and mobile ecosystems, including Roku, Apple TV, Amazon Fire TV, iOS, and Android.
- Created the original TikTok daily news brief format and led team execution, building a repeatable social-first video template that generated 200M+ views, including one 43M+ view video and several reaching the millions.
- Contributed to 4B+ total promo video impressions across broadcast, streaming, and digital campaigns during my tenure.
- Mentor producers, editors, and creative team members on production craft, post-production quality, copywriting, visual storytelling, and platform-specific execution while helping modernize gear, workflows, and creative standards.

SELECTED HIGHLIGHTS

- Executive produced, directed, wrote, edited, and art directed the pilot series *The Georgia Scene*, developing the creative approach, production plan, editorial structure, visual identity, and opening sequence from scratch.
- Co-produced, directed, and edited *The Next Atlanta*, a quarterly series covering race, politics, and public policy, and launched two longform podcast series requiring sustained editorial and post-production oversight.
- Built modular promotional frameworks for recurring campaigns, enabling faster versioning, seasonal refreshes, and more consistent execution with less rebuild time.

Fox Corporation | FOX 5 Atlanta / WAGA-TV / FOX LOCAL Atlanta — Atlanta, GA

Senior Writer/Producer, Creative Services | Feb 2015 – Jun 2017

Writer/Producer, Creative Services | Sep 2012 – Feb 2015

Advanced through creative roles delivering video, motion, promo, sports, social, and brand campaign work in a deadline-driven broadcast environment.

- Wrote, produced, edited, and delivered promotional campaigns, station image pieces, sports content, sales integrations, and short-form video across broadcast, digital, and social platforms.
- Built deep, hands-on fluency across the full production chain: strategy, scripting, shooting, editing, graphics, post-production, and delivery.
- Earned multiple Emmy nominations and contributed to Emmy Award-winning creative work through strong editorial judgment, craft, and execution.

Frontier Radio Management | WGXA-TV / FOX24 / ABC16 — Macon, GA

Promotion Manager | Sep 2008 – Sep 2012

Promotions Writer/Producer | Sep 2007 – Sep 2008

Grew from individual contributor to team leader across a FOX/ABC duopoly, building foundational experience in production, brand systems, client communication, creative standards, and leadership.

- Led creative execution for a full duopoly rebrand, including logo design, visual identity development, and brand architecture across both stations.
- Managed creative priorities across station leadership, sales, news, and client-facing work while building and refining end-to-end video production workflows.
- Progressed from individual contributor into team leadership by owning creative standards, production planning, stakeholder communication, and day-to-day execution.

CERTIFICATIONS

- FAA Part 107 Certified Remote Pilot

AWARDS & RECOGNITION

- Emmy Award winner with a dozen Emmy nominations for creative, promotional, and video work.
- FOX AI Champions task force member for AI adoption, creative workflows, and AI-assisted production practices.

EDUCATION

Georgia State University — Bachelor of Arts, Communications: Film and Video | Minor in Journalism — Atlanta, GA | 2007