



GABRIEL LUNA

CREATIVE OPERATIONS LEADER

SYSTEMS • AUTOMATION • DISTRIBUTED CONTENT • CREATIVE LEADERSHIP

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SUMMARY

Creative operations leader with a background in broadcast production (since 2002), now focused on scaling distributed content systems across multi-market environments. Combines workflow architecture, automation, and hands-on creative leadership to improve clarity, throughput, and output quality at scale.

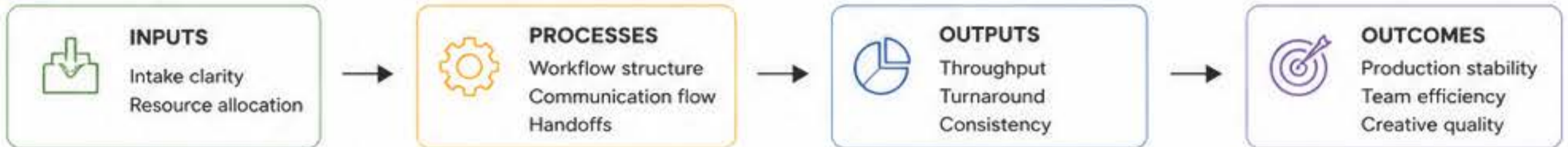
IMPACT

- 8+** concurrent deliverables daily across ~20 markets
- 30-40%** reduction in intake clarification loops
- 20-30%** decrease in coordination overhead per project
- 10-20** producers managed across distributed teams
- Stabilized** production workflows during industry consolidation

CORE STRENGTHS

- CREATIVE OPERATIONS**
Workflow architecture
Multi-market production • Intake standardization
- AUTOMATION & AI**
Process automation • System integration
AI-assisted workflows
- LEADERSHIP**
Distributed team management
Throughput optimization • Mentorship
- CREATIVE DIRECTION**
Broadcast • Marketing • Social
Narrative storytelling • Campaign development

CREATIVE KEYSTONE — LOGIC MODEL



Used to diagnose creative system performance, identify bottlenecks, and guide system-level improvements in high-volume, distributed environments.

SELECTED WORK

- System Stabilization (20 Markets)**
Structured workflows, automation, and communication systems to stabilize high-volume production.
- Automation & AI Integration**
Reduced manual coordination and improved intake efficiency through automation and AI workflows.
- Team Throughput Optimization**
Improved workload balance, visibility, and output consistency across distributed teams.
- Creative Leadership**
 - Best PSA — Virginia Association of Broadcasters (VAB)
 - "3 Things to Know" — Cross-platform weekly series
 - Community & brand campaigns with American Heart Association and Feeding America

TOOLS & TECHNOLOGY

- WORKFLOW & AUTOMATION**
Trello, Power Automate, Power BI
- AI & DEVELOPMENT**
Microsoft Copilot, OpenAI Codex, Claude, Google Gemini
- CREATIVE PRODUCTION**
Adobe Creative Cloud, Cinema 4D, Unreal Engine, Final Cut Pro, Adobe Firefly

FOCUS AREAS

- Scaling creative production across distributed teams
- Reducing workflow friction through automation and system design
- Improving clarity and throughput in high-volume environments
- Maintaining creative quality while increasing operational efficiency