

MARIA VALENZUELA

Creative Operations & Production Specialist

CAREER SUMMARY

Creative Operations professional with 8+ years of progressive leadership experience supporting distributed creative teams in remote environments. Skilled in production planning, resource management, stakeholder collaboration, and operational optimization. Proven ability to align team capacity with business priorities, improve service delivery, and drive process improvements that enhance efficiency, team performance, and client satisfaction.

EXPERIENCE

DESIGN PICKLE

2018 – Present

Production Specialist | Dec 2024 – Present

- Oversee production operations across multiple accounts, aligning business priorities, team capacity, and delivery objectives.
- Partner with Team Coordinators, Production Coordinators, and cross functional stakeholders to optimize resource allocation and support service quality.
- Proactively identify operational risks and implement solutions that improve efficiency, scalability, and production performance.
- Contribute to strategic planning and process improvement initiatives that strengthen operational effectiveness and client satisfaction across global teams.

Team Coordinator | Jan 2022 – Dec 2024

- Directed daily operations for distributed teams of up to 30 creatives across multiple service lines.
- Managed workforce planning, utilization monitoring, and capacity forecasting to support delivery commitments.
- Collaborated with leadership to resolve workflow challenges and improve operational efficiency.
- Facilitated coaching conversations, performance discussions, and team development initiatives.

Team Leader | May 2019 – Dec 2021

- Led and mentored remote creative professionals, supporting performance, engagement, and professional growth.
- Coordinated production schedules, quality reviews, and workload distribution to maintain service standards.
- Partnered with cross functional teams to improve delivery consistency and customer satisfaction.

Graphic Designer | Jul 2018 – May 2019

- Delivered branding, digital marketing, and social media design solutions.

Additional Experience

Graphic Designer | Valesca Design

Graphic Designer/Social Media Manager | IGI Playground LLC

Graphic Designer/Social Media Manager | Gunler S.A. de C.V.

CONTACT

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COMPETENCIES

- Production Operations
- Capacity Planning
- Resource Allocation
- Workload Balancing
- Team Leadership
- Creative Operations
- Process Improvement
- Stakeholder Management
- Customer Success
- Performance Management
- Workforce Planning
- Reporting & Analytics

TOOLS

- Jira
- Confluence
- Google Workspace
- Slack
- Canva
- Adobe Creative Cloud
- Google Apps
- Workforce Planning & Reporting Tools

LANGUAGES

Spanish: Native

English: Professional Working Proficiency

EDUCATION

Bachelor of Graphic Design

Universidad de Cuautitlán Izcalli

2008 - 2011