

Luke Stoutenburg

Creative Operations & Technical Production Leader

Richmond, VA | hello@lukestoutenburg.com | [LinkedIn](#) | lukestoutenburg.com

// Professional Summary

Creative operations and technical production leader with 13+ years helping agencies deliver campaigns, digital products, and the systems that support them. Brings creative, account, production, and technical teams together, with hands-on ownership of storage, rendering, networks, archives, and production tools. Now an independent contractor for advertising agencies, including Arts & Letters, and small businesses worldwide.

// Experience & Education

• Freelance Creative Operations & Technical Production

Independent Contractor | February 2026 - Present

- ▶ Lead creative operations and technical production for advertising agencies, including Arts & Letters, and small businesses worldwide.
- ▶ Handle production systems across media archives, rendering, networks, and AI-assisted research and documentation.

• Technical Operations Manager

Arts & Letters Creative Co. | June 2018 - February 2026

- ▶ Owned day-to-day technology operations across servers, rendering, storage, and production tools as the company grew from 30 employees to 150+, with more than 200 project contractors active at peak.
- ▶ Rebuilt post-production around block-based storage and Google Drive Stream for render jobs, then began virtualization and cloud testing months before COVID. During the pandemic, production volume rose while technology spend stayed flat.
- ▶ Built practical internal tools and direct support paths to clear production bottlenecks, fix technology vulnerabilities, and keep the operation lean.
- ▶ Provided technical direction for commercial shoots and supported campaigns for Google, ESPN, Dick's Sporting Goods, and NBC from production through delivery.
- ▶ Trained staff on practical AI and LLM workflows for research, documentation, and repeatable production work.

Associate Director of Digital Production

Padilla Co. Digital | June 2017 - August 2018

- ▶ Managed eight developers and technologists through an agency acquisition, maintaining delivery continuity.
- ▶ Led digital production for Sanofi Pasteur, General Mills, Amtrak, and food and agriculture organizations promoting blueberries, maple syrup, and California almonds.
- ▶ Delivered government vaccination and public-health campaigns on critical timelines, while establishing quality-review and resource-planning workflows.

Product Manager and Operations Director

INM United | October 2012 - June 2017

- ▶ Redesigned hosting economics, cutting annual server costs from about \$70,000 to \$15,000, billing clients about \$73,000 for hosting and expanded services, and generating roughly \$50,000 in annual profit.
- ▶ Directed product and developer teams building agency platforms for Series A and B startups.
- ▶ Audited hospital bed flow with Bon Secours and helped develop TV dashboards and iPad tools for front-desk staff.
- ▶ Partnered with vendors on the early Roundtrip platform, using the Munkres assignment algorithm to schedule non-emergency transport pickups around hospital appointment times.
- ▶ Built QA and operating frameworks that helped the agency scale and supported client delivery through an acquisition.

Bachelor of Science in Marketing

Virginia Commonwealth University, School of Business | 2011