

TIA BATTLE

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SUMMARY

Creative Operations Leader & Visual Storyteller with 10+ years in **production, brand strategy, and content creation**, specializing in the **marketing** and entertainment professional with 20+ years of experience in **production, stage management and creative operations**. Expert in **photography, digital marketing**, delivering **high-impact campaigns** that amplify brand narratives and strengthen brand identity. Proven track record of managing global creative teams and complex projects, blending artistic vision with operational efficiency to drive fan engagement and stakeholder success.

PROFESSIONAL EXPERIENCE

Creative Strategist & Mental Performance Coach

Jump Quickly Studios (Freelance) | Mar 2017 – Present

- **Brand Strategy:** Crafted compelling visual narratives and personal brand identities for athletes and talent using photography, video, and design.
- **Performance Coaching:** Optimized mental resilience and focus for creatives and athletes during high-stakes productions and competitive events.
- **Project Management:** Directed full-cycle production logistics, managing budgets, timelines, and client relations for seamless multimedia execution.

Senior Creative Manager (Operations Lead)

Meaningful Gigs (Creative Startup) | May 2022 – Sep 2024

- **Global Workforce Coordination:** Managed operational workflows and assignments for a diverse, international team of 200+ creatives, ensuring alignment with project timelines and deliverables.
- **Process Optimization:** Streamlined the intake and organization of digital assets, implementing standardized workflows that improved efficiency and accessibility for cross-functional teams.
- **Strategic Planning:** Directed the execution of year-long content strategies, tracking milestones and ensuring all deliverables met strict quality and deadline requirements.

Strategy Manager

mySidewalk (Gov-Tech/Healthcare Startup) | Mar 2021 – May 2022

- **Stakeholder Liaison:** Cultivated trusted advisor relationships with customers, acting as the primary point of contact to guide them through successful project implementation and strategy.
- **Reporting & Analytics:** Defined clear goals, objectives, and measurable KPIs for partnerships, creating regular status updates and reports to ensure alignment with organizational strategies.
- **Program Execution:** Developed and executed diverse content programs, coordinating between internal teams to target specific demographics and maximize engagement.

Manager, Creative Operations (Consultant)

BrandMuscle, Inc. (Agency) | Mar 2017 – Feb 2021

- **Client Portfolio Management:** Managed a \$5 million portfolio of clients across sports, entertainment, and retail industries, ensuring contractual commitments were met through tailored strategies.
- **Training & Briefings:** Conceptualized and delivered product training sessions and presentations, facilitating staff communications to drive feature adoption and user empowerment.
- **Campaign Launch:** Led the launch of international client campaigns, directing messaging and logistics to align with diverse cultural and market preference.

EDUCATION

- Walden University - Doctor of Philosophy, Management - Dec. 2026
- Walden University - Master of Philosophy, Management - May 2023
- Full Sail University - Master of Fine Arts, Media Design - Aug. 2014
- Ottawa University - Bachelor of Arts, Theatre - May 2013

PROFESSIONAL ASSOCIATIONS & CERTIFICATION

- HubSpot Academy: Digital Marketing Certification (2025)
- Skillcrush: Web Design Certification (2020)
- National Society of Leadership and Success
- Society for Collegiate Leadership & Achievement
- Women in Sports & Events
- Association for Women in Sports Media
- Women in Soccer

ATHLETICS & VOLUNTEER EXPERIENCE

- **College Athletics Department Assistant:** Provided administrative support to athletics staff and assisted with game-day operations.
- **Event Photographer:** Captured imagery for large-scale athletic awards banquets and events.
- **Captain, College Competitive Dance Team:** 4x Universal & 2x National Dance Association All-Star Champion

SKILLS

- Mental Performance
- Strategic Marketing
- Cross-functional Team Leadership
- Client Experience
- Global Relationship Management
- Brand Management & Corporate Identity
- Creative Workflow Solutions
- Mindset Coaching
- Content Creation
- Photography
- Photo & Video Editing
- Project Management
- Event Planning & Production
- Stakeholder Communication
- Adobe Creative Suite
- Vendor Management