SARAH JUPTNER

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PROFESSIONAL SUMMARY

Creative Operations Director who builds scalable operational systems under resource constraints. Designed custom tracking dashboards, automated workflows, and proprietary digital tools that transformed production efficiency (92% gain) while managing €4K budgets. Expertise in cross-functional stakeholder alignment (26+ collaborators across C-suite, editorial, and field teams), strategic resource allocation, and operationalizing new capabilities without expanding headcount. Proven ability to identify high-leverage interventions that reduce systemic risk and enable teams to scale.

CORE COMPETENCIES

Systems Design & Implementation • Creative Operations Leadership • Cross-Functional Stakeholder Management • Digital Transformation • Custom Dashboard Development • Workflow Automation • Data-Driven Decision Making • Resource Planning & Allocation • Contingent Workforce Management • Process Optimization • Change Management • Program Management • Agile Methodologies

PROFESSIONAL EXPERIENCE

Production Director

The Energy Year | Global, Remote | Feb 2017 - Present

SYSTEMS & INFRASTRUCTURE BUILT

→ Digital Publishing Transformation (2025)

- Executed end-to-end digital transformation initiative within €4K budget constraint, partnering with contract developer to scope, design, and deliver 5 custom production tools
- Built no-code data visualization tool, flipbook editor, PDF parser, e-book generator, and templated cover system—eliminating €50K+ in third-party software dependencies
- Reduced production time 92% (3 hours → 15 minutes per page), saving 1,500+ hours annually and enabling faster iteration under live publishing deadlines
- Launched 5 interactive digital editions with coded infographics, animated advertising, and multimedia integration; tripled average viewership
- Piloted animated advertising workflow using AI tools (Runway), expanding commercial offering into digital marketplace (revenue results pending 2026)

→ Project Master Dashboard

- Designed automated Google Sheets dashboard consolidating real-time data from 10 project trackers using custom formulas and weighted KPI scoring system
- Created standardized completion metrics enabling C-suite executives and editorial directors to make data-driven decisions without status meetings
- Maintained 100% on-time delivery across 10 simultaneous projects (5 in production, 5 field projects) with competing priorities and tight deadlines

→ Creative Resourcing Infrastructure

- Built custom freelancer management system (Google Sheets database) tracking 20+ creatives annually with performance data, specialties, availability, and contact information
- Established disciplined vetting pipeline (portfolio review, trial projects, interviews) reducing staffing turnaround through pre-qualified talent pool
- Managed hybrid team (1 FTE, 1 part-time, 3 ongoing freelancers); currently scaling to 2 FTE designers with full onboarding ownership

CROSS-FUNCTIONAL LEADERSHIP & DELIVERY

- Coordinated 26+ internal stakeholders across all organizational levels (C-suite executives, editorial directors, field coordinators, design leads) through weekly alignment meetings
- Delivered 5 annual multimedia publications (800+ pages/year) across 10 global markets with consistent quality and zero missed deadlines over 18 months
- Implemented tracking systems and project management workflows using Trello and Google Workspace, ensuring transparent workload monitoring and equitable assignment distribution
- Owned onboarding and role scoping for new creatives (1-2 annually): systems access, expectations setting, workflow training, template distribution, and brand alignment

Deputy Production Manager

The Energy Year | Istanbul, Turkey | Nov 2016 - Feb 2017

- Co-led implementation of new content styles and production-to-print pipeline
- Assisted in operational process improvements and quality control measures

MENA Market Editor

The Energy Year | Istanbul, Turkey | Aug 2015 - Feb 2017

- Delivered copywriting for web and print publications across MENA markets
- Provided news coverage for relevant energy markets and edited raw transcription content

TECHNICAL SKILLS

- Tools & Platforms: Google Workspace, Trello, Adobe Creative Suite (InDesign, Illustrator, Photoshop), WordPress, FlipHTML5, MidJourney, Runway, ChatGPT, Claude
- Development: HTML5, CSS3, JavaScript, Custom Application Development, API Integration, Custom Dashboard Development
- Specialties: Systems Design, Data-Driven Operations, Digital Publishing, Workflow Automation, Video Production, Data Visualization

EDUCATION

M.A. International Relations: Turkey, Europe and the Middle East

Boğaziçi University | Istanbul, Turkey | 2020-2021

B.A. Political Science, minor in International Relations

Texas State University | San Marcos, TX | 2008-2012