

Michael Whatley

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PROFESSIONAL SUMMARY

Technology enablement and creative operations professional with 30 years of experience spanning broadcast media, healthcare operations, and AV systems. Emmy and Telly Award-winning producer and editor with deep expertise in platform implementation and onboarding, workflow design, digital asset management, training and user enablement, live and studio video production, and content operations. Experienced leading small creative teams, managing complex platform migrations, and building the operational infrastructure that helps organizations actually adopt the tools they invest in. Active daily user of AI tools including Claude, ChatGPT, Microsoft Copilot, Google Gemini, and Adobe Firefly.

CORE COMPETENCIES

- Platform Implementation & Onboarding
- Technology Training & User Enablement
- Workflow Design & Documentation
- Digital Asset Management (DAM)
- Change Management & Platform Adoption
- Live & Studio Video Production
- Multi-Camera Event Production & Technical Direction
- Creative Production, Scriptwriting & Storytelling
- Content Operations & Creative Team Leadership
- HIPAA-Compliant Workflows & Compliance-Aware Operations
- AV Systems, Signal Routing & Network Audio (Dante Certified)
- Cross-Functional Collaboration & Stakeholder Communication
- Project Coordination & Go-Live Management
- AI Tools & Emerging Technology Adoption

TOOLS & PLATFORMS

Creative & Post-Production: Adobe Premiere Pro, Adobe After Effects, Adobe Photoshop, Adobe Illustrator, Adobe Acrobat Pro, Adobe Creative Cloud, Avid Media Composer, Final Cut Pro

Digital Asset Management: Avid Interplay / Media Central (facility-wide DAM implementation), DAM governance, metadata standards, naming conventions

Cloud & Collaboration: Microsoft 365 (Teams, SharePoint, OneDrive), Google Workspace, Dropbox Business, TigerConnect (HIPAA-compliant messaging)

Healthcare & EMR: WellSky Kinnser, WellSky Consolo

AV & Conferencing: Dante Audio-over-IP (certified), Q-SYS / QSC Conferencing (certified), Shure DSP & MXA920 (certified), camera tracking, voice lift, sound reinforcement

AI & Emerging Tools: Claude (Anthropic), ChatGPT (OpenAI), Google Gemini, Microsoft Copilot, Adobe Firefly

Operating Systems: Windows 11 Pro (primary), macOS

PROFESSIONAL EXPERIENCE

Technical Enablement & Workflow Consultant

2025 – Present

Independent / Self-Employed (MediaMark Digital) | Dallas, TX

- Delivering hands-on platform implementation and onboarding support for AV and collaboration systems deployments — from kickoff through go-live and operational readiness.

- Leading user training, creating workflow documentation and SOPs, and guiding organizations through adoption of new AV and collaboration platforms on-site and remotely.
- Earned platform certifications in Dante Audio-over-IP, Q-SYS, and Shure DSP while guiding clients through system adoption.
- Applying AI tools daily — Claude, Adobe Firefly, Gemini, Copilot — to accelerate content development, documentation, and creative production workflows.

Marketing Systems Lead / Administrator

2016 – 2025

Healthcare Services Organization (Multiple Entities) | Dallas, TX

- Led complete brand reinvention for multiple healthcare entities — naming, graphic design, web design, hosting, and governance — building digital marketing and content systems from the ground up.
- Led end-to-end implementation of TigerConnect across clinical teams — including kickoff planning, workflow configuration, user training, and go-live — establishing HIPAA-compliant communication practices.
- Managed sequential platform implementations across Dropbox Business, Microsoft 365, and Google Workspace — owning the full lifecycle from requirements through stakeholder training, go-live, and post-launch adoption. Achieved high adoption rates across all migrations.
- Implemented and optimized EMR platforms (WellSky Kinnser and Consolo), developing training programs and workflow documentation that increased daily integration and reduced friction across clinical operations.
- Built the organization's digital asset infrastructure from the ground up — applying DAM principles from broadcast production to a regulated healthcare environment including governance standards and naming conventions.
- Delivered B2B-style platform implementation and onboarding support across multiple healthcare organizations — managing vendor relationships, software rollouts, and end-user training for clinical, operational, and marketing teams.
- Onboarded clinical, operational, and marketing staff at all levels with a patient, white-glove approach that consistently reduced platform friction.
- Served as Administrator while continuing to function as the primary systems, workflow, and implementation resource for the organization.

Production Editor / Writer / Producer / Editor / Digital Asset Manager

1998 – 2016

Fox Sports Southwest | Irving, TX

- Served in progressively senior roles across post-production, creative services, live studio production, and technical systems leadership at a major regional sports television network.
- Designed and implemented facility-wide DAM workflows during the network's expansion to Avid Interplay — including database architecture, naming conventions, and governance. Served as primary trainer and staff resource for years after launch.
- Conceptualized, wrote, produced, and edited award-winning broadcast campaigns for the Dallas Stars, Dallas Mavericks, and Texas Rangers — earning multiple Lone Star Emmy Awards, Mid-America Emmy Awards, and Telly Awards.
- Served as Technical Director for live studio productions and freelance live sporting event coverage — operating multi-camera setups, switching, audio, and graphics integration under broadcast constraints.
- Led annual on-location production for the Texas Rangers during spring training — coordinating freelance crews, managing production schedules, and handling all digital asset management in the field.
- Trained editors, producers, and technical staff on new systems and workflows; acted as internal liaison between creative, technical, and operational teams.
- Attended NAB conference for over a decade as a platform evaluator — partnering with engineering leadership to assess and select broadcast technology.

Non-Linear Video Editor (Freelance / Contract)

1997 – 1999

ACTV Inc. (now OpenTV) | Irving, TX

- Supported early deployment of convergent television and internet-based broadcast platforms in test markets. Contract work led directly to recruitment at Fox Sports Southwest.

Contributing Editor / Post-Production Technical Operator

1995 – 1997

JL Media | Irving, TX

- Advanced to Post-Production Technical Operator at the Studios of Las Colinas — serving as the technical problem-solver for Avid non-linear editing systems.
- Designed promotional materials for international film festivals including Cannes, MIFED, and Munich. Screen credits: Contributing Editor (Under the Influence) and Artist (Trance).

SELECTED PROJECTS

- Editor / Live Content Specialist — Cotton Bowl Classic (2000–2025, Annual Contract): Game-day video content for in-stadium display systems; key liaison during AT&T Stadium transition for large-scale HD display workflows.
- Producer / Editor — In the Land of Fireworks (2010): Independent feature film. Official selection, Dallas International Film Festival and Ventura Film Festival.

CERTIFICATIONS & TECHNICAL TRAINING

- HubSpot Sales Enablement Certification — HubSpot Academy (Issued April 2026, Valid through April 2028)
- Dante Certification Level 1 (3rd Edition) — Audinate
- Q-SYS Level 1 Training: QSC Conferencing Solution — QSC
- Networking for Shure DSP and Audio Interfaces — Shure
- MXA920 Ceiling Array Microphone Technical Enablement — Shure

RECOGNITION

Multiple Lone Star Emmy Awards, Mid-America Emmy Awards, and Telly Awards — awarded for broadcast television projects produced and edited for the Dallas Stars, Dallas Mavericks, and Texas Rangers.

EDUCATION

Digital Film & Video Production — The Art Institute, Dallas, TX