

MOLLY WOODBRIDGE

Creative Systems Producer

Strategic Communications · Creative Operations · Decision Architecture · Dallas–Fort Worth Metroplex

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Creative producer who brings evaluative, operational, and creative thinking to a single engagement. 15+ years across national TV, city government, nonprofit, and civic organizations. Designs evaluation criteria, governance processes, and decision frameworks that hold up under real conditions. Translates ambiguity into decisions, owners, and deadlines. Reads people and organizational dynamics as clearly as project requirements.

WHAT I DO

- **Audience-first communications:** clarity, accessibility, AP style; branding expertise and consistent voice
- **Operations and project management:** cadence, trackers, timelines, handoffs, quality control
- **Cross-functional leadership and stakeholder diplomacy:** reads rooms, manages up and across, aligns executives, boards, partners, and vendors
- **Concept-to-completion video production:** interviews, branded content, civic campaigns, event coverage
- **AI evaluation and structured review:** rubric-based rating, rewriting, and benchmarking LLM responses
- **Systems design:** scoring engines, governance frameworks, process architecture, decision frameworks

SYSTEMS DESIGN

Job Description Translator (*Gate84*)

Built a structured evaluation method for translating job postings into measurable reality checks — surfacing actual requirements, aspirational filler, red flags, and candidate fit. Applies rubric-based critical reading and pattern recognition to cut through recruiter-speak.

Workforce Opportunity Scoring Engine (*GateForce85*)

Designed a scoring system that evaluates job opportunities against real-life constraints: pay floor, transportation, childcare, benefits, and background. Includes structured onboarding, outcome tracking, and data export. Zero-cost deployment. Designed for workforce development contexts.

Nonprofit Board Operations Framework (*dashBoard*)

Designed a reporting structure unifying board engagement data — attendance, giving, pledge fulfillment, tenure, committee participation — into individual, committee, and full-board views. Built for Tableau-ready visualization within an existing Microsoft ecosystem.

Workflow Governance Framework (*BridgeFlow*)

Built a governance framework for managing artifacts across a knowledge workflow: lifecycle management, reuse controls, and lightweight metadata conventions. Spec written, field-tested, and refined to a working version scoped to available tooling.

EXPERIENCE

15+ years producing, coordinating, and building systems across creative, government, and civic organizations.

AI Evaluation & Systems Design DataAnnotation, Mercor, Alignerr	2025–Present
Executive Assistant / Board Liaison Arts Fort Worth	2023–2026
Digital Communication Manager City of Fort Worth	2022
Marketing Manager Women's Policy Forum of Tarrant County	2021–2023
Event Coordinator The Rotary Club of Fort Worth	2017–2019
Writer / Director / Producer Starz Entertainment LLC, Creative Services	2006–2011

SELECTED EXPERIENCE

AI Evaluation & Systems Design

DataAnnotation, Mercor, Alignerr · Remote · 2024–Present

- Rating, rewriting, and benchmarking LLM responses against detailed rubrics. Creating reference-standard responses for model training. Advancing to higher-judgment, higher-complexity evaluation projects.

- Designed structured evaluation and governance systems across AI platforms. Applies rubric-based scoring, decision frameworks, and multi-perspective review to job analysis, content quality, and organizational problem-solving. Daily production use of Claude, ChatGPT, and Gemini.

Executive Assistant — Board Liaison

Arts Fort Worth · Hybrid – Fort Worth, TX · 2023–2026

- Established executive operating cadence for Board of Directors: briefing materials, calendar triage, legal documents. Eliminated prep confusion and maintained bylaw alignment.
- Improved monthly finances with digital audit and vendor negotiation by \$400 and prevented future loss of \$3,000.
- Held execution steady during organizational transitions. Coordinated logistics, vendors, and documentation across teams when leadership, staff, and structure were all in flux.
- Built or revised governance processes with Executive Director for Board recruitment, resolutions, legal documentation, and organizational office moves and staff restructuring.

Digital Communication Manager

City of Fort Worth · Fort Worth, TX · 2022

- Led digital content creation for city initiatives across 14+ departments, translating complex public services into clear, accessible, audience-first communication.
- Produced video content for civic campaigns and public initiatives including MyFW App, City Budget, emergency alerts, and groundbreaking communications.
- Maintained quality standards and team output across a staff of four during departmental reorganization, setting priorities and protecting delivery timelines through shifting conditions.
- Drove measurable channel growth: Facebook engagement +21%, Instagram growth +18%, YouTube (Fort Worth TV) views +22% (six-month results, 2022).

Event Coordinator

The Rotary Club of Fort Worth · Fort Worth, TX · 2017–2019

- Produced weekly one-hour live-format program end-to-end for ~100 attendees: speaker coordination, run-of-show, staging, A/V, and logistics for a consistent, polished experience.
- Built repeatable workflows (checklists, cues, templates) that reduced friction and protected quality under deadlines. Coordinated 12+ volunteers weekly and compiled/edited weekly newsletter.

Writer / Director / Producer

Starz Entertainment LLC, Creative Services · Englewood, CO · 2006–2011

- Led end-to-end delivery for branded content and promotional assets across 12 national Starz and Encore channels, coordinating cross-functional teams in editing, design, scheduling, audio, and finishing.
- Directed A-list talent at Sundance, Telluride, Tribeca, and other major film festivals.
- Managed project planning and production schedules, prioritizing concurrent workflows and driving on-time delivery under tight turnaround with committee approvals and on-air deadlines.
- Sustained throughput of 5–7 projects per month, maintaining brand consistency, quality control, and delivery standards across a large network portfolio.

TECHNOLOGY

AI: Claude Pro, ChatGPT Plus, Gemini · Apple ecosystem · Microsoft 365 with Copilot · **Structured data:** YAML, JSON, Markdown

EDUCATION

B.A., Communications Media Management & Marketing · University of Colorado at Colorado Springs

VOLUNTEER & COMMUNITY

WSISD (Current) · FWISD (2017–2023) · Women's Policy Forum (2023–2025) · Make-A-Wish Foundation · Catholic Charities, Denver