

Ed Arsuffi

Creative Operations | Production & Post-Production | Cross-Functional Delivery

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[LinkedIn](#) | [EdIT Creative](#)

Creative-media and technology leader who turns business requirements into production plans and carries work through delivery. Experience managing concurrent productions, budgets, producers, freelancers, vendor contracts, and client approvals. Hands-on background in story development, editing, color correction, audio finishing, and interactive-media development.

Core capabilities

Creative production | Scope and budget management | Production scheduling | Vendor hiring and negotiation | Stakeholder coordination | Location-production coordination | Post-production supervision | Music agreements and usage rights | Multilingual delivery | Interactive media

Tools

Creative: Adobe Creative Suite (expert), DaVinci Resolve (expert), Figma (advanced), Blender, Adobe Animator.

Production management: Wrike, Jira, Asana, Basecamp, Trello, Adobe Workfront, Monday, & StudioBinder.

Communication: Zoom, Slack, Microsoft Teams, Google Meet.

Production methodologies

Trained in Kanban, Scrum, Agile, and Six Sigma methodologies.

Selected creative operations work

Purdue Polytechnic - Industry Ready, Day One

Campaign began June 2023; work spans Metcom Studios and subsequent direct engagement through EdIT Creative.

- Managed creative development, production, and post-production for 18 graduate stories over approximately two years, supporting student acquisition through authentic first-person accounts.
- Coordinated overlapping four-month production cycles, personally handling selected location shoots and overseeing producers on the remainder. Hired and negotiated rates and contracts with freelancers and vendors.
- Managed production and post-production budgets, client feedback, and approvals. Delivered long-form videos and cutdowns for Purdue-directed social media and PR campaigns.
- Developed story arcs from extensive graduate interviews, coordinated custom scoring with musical directors, and personally completed final editing, color correction, and audio sweetening. Managed music agreements and usage rights during the Metcom phase.

GE HealthCare - Multilingual Training Platform

Direct EdIT Creative engagement; platform demonstration restricted by NDA.

- Led C-suite discussions from concept through delivery to define the problem and requirements, then translated them into software-development and creative-media production plans.
- Served as the primary stakeholder contact, negotiated scope changes between GE and the team, and coordinated approval reviews with subject matter experts, translating feedback into actionable production tasks.
- Led design and systems architecture and personally developed a multilingual, multiplatform experience serving 27 countries, with more than 400 interactive multimedia elements and HTML/JavaScript browser-based delivery.

Professional experience

EdIT Creative, L.L.C. - Founder / Chief Experience Officer

January 2024-present

I work with leadership and teams as an executive advisor and fractional CXO. Engagements begin with a proposed solution, like an AI product, website, growth initiative, or digital transformation. Before resources are committed, I examine the customer, market, operational, and technical conditions to determine what prevents progress. I then design and implement solutions that address those barriers, meet customer needs, and deliver measurable business results.

Engagements address the leadership gap: executive advisory when a decision needs clarity, fractional leadership when execution needs an owner, and EdIT Creative support when an internal team needs additional capability.

Recent work includes:

- Led founders from an initial generative-AI concept to a deployed, customer-informed product. I designed and built an AI-powered, context-aware knowledge system, then led development and marketing teams through research, testing, refinement, and rollout.
- Developed an integrated growth and retention system for an established services business facing a customer-acquisition challenge. Through executive discovery, I identified where customer value was becoming invisible, developed customer-lifecycle and trust-reinforcement frameworks, and translated the strategy into ideal-customer definition, buyer personas, positioning, cross-channel messaging, customer communications, and a repeatable social-content system.
- Identified the constraint behind stalled growth for a consumer business. Using customer and performance data, I redefined its ideal customer and go-to-market strategy, then led implementation across positioning, digital experience, acquisition, and measurement.

The work varies, but my responsibility is consistent: improve decisions, establish a practical path forward, and remain accountable for what happens next.

Metcom Studios - VP, Creative Media & Technology / Acting Chief Experience Officer

September 2012-January 2024

Led multidisciplinary teams delivering digital products, creative media, and customer experiences for client organizations. Oversaw strategy, design, software development, and the technology infrastructure supporting delivery and ongoing operations.

- Turned client business goals and customer needs into project priorities, product plans, and technical requirements.
- Led and mentored creative, media, design, and software development teams from initial concept through launch and personal growth.
- Guided the production of digital products, media, and communications, coordinating work across disciplines.
- Used customer insights and operational data to clarify priorities, resolve tradeoffs, and align clients and internal teams.
- Architected and managed infrastructure supporting global, 24/7 operations with 99.999% uptime.
- Improved production workflows and internal systems to strengthen reliability, collaboration, and delivery.

Waterford Institute - VP, Global Production

April 2008-September 2012

- Led global creative-media operations, production, software development, interaction design, and IT services, with responsibility for the educational-product lifecycle.

Waterford Institute - Senior Post-Production Supervisor / Film-Video Editor

July 2006-April 2008

- Directed creative-media post-production for interactive learning solutions and contributed to interface design, user experience, and website-development projects.

Argus / SageMD - Chief Information Officer / CXO

June 2005-July 2006

- Oversaw technology development and implementation for a healthcare startup, aligning product requirements, integration, user experience, and workflow needs.

Waterford Institute - Senior Film / Video Editor

May 2003-June 2005

- Managed editorial projects, editing, technical quality, file management, client communication, and workflow improvements; mentored team members through post-production delivery.

Certification and recognition

Certified Scrum Product Owner, Scrum Alliance.

2025 MarCom Platinum Award - EdIT Creative, for Purdue Polytechnic's *Industry-Ready, Day One Videos*.

2020 Platinum Hermes Award - Post-production for IWU's *Anything Is Possible* campaign.

2001 Telly Awards - Post-production

- Platinum Award - Utah Travel Council, *Gold Utah* advertising campaign.
- Platinum Award - Deseret News, *Utah Unfolds* campaign.
- Gold Award - Polynesian Cultural Center, *Tongan Traditions* documentary.