

FRANK CROOKS

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WHO I AM

I'm a curious generalist who moves easily between details and the big picture. I design practical systems that stay out of the way, creating the conditions for coordination, creativity, and meaningful work to emerge.

HOW I WORK

Systems Design

- **Accountability:** Designed and evolved the operational backbone behind a 75M+ monthly-visitor, multi-brand media ecosystem, shaping the publishing systems, workflows, and decision paths that support daily editorial output and ~\$50M/yr in sponsored campaigns.
- **Clarity:** Brought structure to messy, multi-stakeholder environments by navigating competing priorities and protecting editorial integrity so teams could move quickly and decisively.
- **Collaboration:** Developed tool-agnostic frameworks built for constant change that reduce friction, incorporate feedback, and support flexible, asynchronous collaboration across distributed teams.

Operational Leadership

- **Coordination:** Coordinated and supported dozens of teams across a portfolio of 10+ brands, serving as the steady point of contact for incident response, troubleshooting, and cross-department fixes, keeping operations reliable even in high-pressure situations.
- **Enablement:** Removed unnecessary processes and clarified ownership so teams had clear priorities, understood how their work connected to larger goals, and could focus on execution.
- **Leadership:** Acted as the source of calm during incidents, failures, and escalations, allowing teams to stay focused while problems were resolved.

Communication & Information Flow

- **Alignment:** Helped teams operate from shared context by translating between technical and non-technical groups, aligning terminology, and clarifying the real intent behind requests so everyone works from the same assumptions.
- **Structure:** Designed communication systems that keep essential information visible, reduce noise, and turn ambiguous discussion into clear, actionable direction.

Technology & AI Integration

- **Tools:** Selected and adapted tools and platforms with an emphasis on simplicity, extensibility, and long-term operational health.
- **AI:** Built and integrated 20+ AI workflows serving real business needs: everything from bespoke automated research to quality assessment and content discovery while preserving human authorship.

Judgment & Decision-Making

- **Judgment:** Forged sharp instincts in high-stakes industrial operations where mistakes carried serious financial, safety, and environmental consequences. Carried that same focus and discipline into startup and corporate environments.
- **Strategy:** Frequently consulted on ambiguous, high-impact initiatives bridging departments, identifying root causes, and aligning the right stakeholders to move work forward.

PROJECTS

Somehow, We Manage

An exploration of making collective work legible, computational, and actionable through systems that preserve context and support participation across diverse perspectives.

CAREER EXPERIENCE

RVO Health — Content Operations Manager

Remote | 2020 - Present

Paradigm Academy — Operations Generalist

Oakland, CA | 2017 - 2019

Chevron Refinery — Wharf Operations Coordinator

Richmond, CA | 2011 - 2016

FORMAL EDUCATION

B.S., Recreation Administration — California State University, Chico