



Morgan Fiore

CREATIVE AI AND
DIGITAL EXPERIENCE LEAD

PROFILE

Creative leader with 11+ years of experience specializing in digital experiences, advanced production, and AI-driven workflows. I bridge art direction, video, motion, and emerging technology to help teams move faster, think smarter, and deliver elevated creative at scale.

SKILLS

Creative Leadership
Digital and Social Campaigns
Video and Motion Production
Art Direction
AI Integration and Training

Workflow and Production
Optimization
Cross Functional Collaboration
Client Strategy and Innovation

CONTACT

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linkedin.com/in/mfcreativestudio/

Website:
mfcreativestudio.ai

TOOLS

Adobe Creative Cloud
(Photoshop, Illustrator,
InDesign, After Effects,
Premiere Pro)
Canva
Midjourney

Adobe Firefly
Runway
Web & CMS Platforms
Collaboration and
Project Management Tools
+ more!

EDUCATION

Seneca College - Creative Advertising Program (2012)
Sheridan College - Advertising and Business Program (2008)
University of Toronto - General Arts Program (2004)



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WORK EXPERIENCE

McOuat Partnership | Creative AI and Digital Experience Lead

April 2014 – Present

Progressed from junior studio artist to senior creative leader within a high-pressure, fast-paced advertising agency. Lead creative strategy, advanced production, and AI-driven workflow innovation across digital, social, video, and multimedia campaigns.

- Lead AI research, piloting, adoption, and internal training initiatives across studio, creative, video, copy, and digital teams
- Develop and maintain an internal AI and production toolkit to streamline workflows and expand service offerings
- Direct and execute high-impact digital, social, and video campaigns from concept through delivery
- Lead art direction and creative systems for multi-channel campaigns, ensuring brand consistency and performance
- Optimize production workflows to reduce turnaround times and increase creative output
- Act as a creative technologist and strategic partner to leadership on innovation and process improvement
- Produce and oversee video editing, motion graphics, animation, and advanced post-production
- Support client-facing presentations and executive-level creative strategy discussions

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Freelance | Creative Director / Video & Digital Specialist

April 2010 – Present

Provide creative direction and hands-on execution across video, motion, digital, branding, and production for a range of clients.



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WORK EXPERIENCE CONT'D

- Deliver end-to-end creative solutions including concept, design, production, and post-production for photography, videography, motion graphics, and digital assets
- Design and build social campaigns, digital campaigns, and branded collateral
- Clients ranged from professional, established businesses to micro and macro Tik Tok and Twitch streaming personalities touching on the real estate, pet care, mechanical, entertainment and gaming industries

PREVIOUS EXPERIENCE

Team Lead | Impresme Marketing / Vivedge Marketing

2008 - 2010

- Led and motivated field teams, managed performance, and drove sales results

AMEX Platinum Concierge | Circles-Sodexo

2007

- Delivered white-glove service to high-end clientele and managed complex requests under pressure

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