MARC COLBARY

DIGITAL ASSET MANAGEMENT & CONTENT SYSTEMS LEADER

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PROFESSIONAL SUMMARY

Digital Asset Management and media-technology leader with 15+ years transforming how organizations create, manage, distribute, preserve, and discover digital content. Career progression spans hands-on audio engineering and media production, national-scale content operations, project and workflow management, enterprise content management systems, and modern DAM architecture. Combines creative-production fluency with deep technical systems expertise—translating the needs of Creative, Marketing, Production, IT, and executive stakeholders into scalable workflows, metadata frameworks, governance standards, and technology solutions. Experienced administering enterprise DAM environments, architecting metadata and taxonomy systems, leading media-operations teams, integrating content platforms, and applying AI to make large-scale media collections more intelligent and accessible.

CORE EXPERTISE

Digital Asset Management: Enterprise DAM Architecture, Brandfolder Administration, MAM/DAM Operations, Asset Lifecycle Management, Content Repository Strategy, Platform Optimization, Migration & Onboarding

AI & Content Intelligence: Computer Vision, AI Auto-Tagging, Semantic Search, Natural Language Processing, Generative AI, Content Intelligence, Workflow Automation, AI Ethics & Compliance

Metadata & Governance: Metadata Schema Design, Taxonomy Architecture, Controlled Vocabularies, IPTC Standards, Ontologies, Digital Rights Management, Governance Frameworks, Content Standards

Leadership & Operations: Project Management, Process Optimization, Cross-Functional Leadership, Requirements Gathering, QA/QC, Training & Change Management, Vendor Management, UAT, Technical Documentation

PROFESSIONAL EXPERIENCE

AFOUL LLC
afoul.studio · Remote

Founder & Principal Consultant — Creative & DAM Consulting
July 2024 – Present

- Founded an independent studio delivering full-service web design and photo, video, and audio editing alongside Digital Asset Management consulting for media, nonprofit, and mission-driven clients.
- Design, build, and maintain client websites—handling layout, responsive design, content management, and creative direction end to end.
- Produce and edit photo, video, and audio content—including color correction, retouching, motion graphics, audio mixing, and multi-format delivery—using Adobe Creative Cloud and professional editing suites.
- Advise clients on DAM strategy, platform selection and migration, metadata and taxonomy design, governance frameworks, and AI-assisted workflow automation.

WOUNDED WARRIOR PROJECT
Jacksonville, FL

Digital Media Archivist / Digital Asset Management SME
March 2021 – July 2024

- Led enterprise Digital Asset Management strategy and operations for a 200+ user Brandfolder environment, bridging Creative, Marketing, Production, and IT requirements with scalable content architecture.
- Served as primary DAM Subject Matter Expert, defining platform architecture, configuration, governance policies, workflows, and operational best practices; improved asset-retrieval efficiency by 40% through intelligent search optimization.
- Architected metadata schemas, taxonomies, controlled vocabularies, and asset-lifecycle workflows that established enterprise-wide content governance.
- Spearheaded implementation of AI-powered auto-tagging and computer vision incorporating IPTC standards and controlled vocabularies; reduced manual metadata entry by 60% and improved search precision to 94%.
- Architected integrations connecting the DAM with Adobe Creative Cloud and marketing-automation platforms, eliminating manual handoffs between creative and marketing teams.
- Established an organizational center of excellence for metadata standards—creating style guides, taxonomies, and ontologies designed to support future automation and AI capabilities.
- Piloted Generative AI tools including ChatGPT and Claude for content optimization, documentation automation, workflow analysis, and creative operations.

ADVANTAGE DESIGN GROUP
Jacksonville, FL

Software Support Specialist — Content Management Systems
June 2020 – March 2021

- Expanded from media production into enterprise software, content management, customer enablement, and technical operations—developing the systems-thinking foundation that directly supports modern DAM administration.
- Served as a primary point of contact for daily training, technical support, and content-management operations within proprietary CMS platforms.
- Organized standards and documented repeatable processes for core functions within proprietary content management systems.
- Managed inbound technical requests through ticketing workflows—troubleshooting websites and software and coordinating issues across designers, developers, vendors, and customers.
- Diagnosed software and website problems, determining appropriate solutions or routing development work to the correct technical resource.
- Trained customers through WebEx and written documentation, translating complex software functionality into practical, repeatable workflows.

PGA TOUR ENTERTAINMENT
St. Augustine, FL

Media Archive Logging Supervisor / Media Asset Management
February 2016 – May 2019

- Led a team of 7 media specialists—overseeing staffing, scheduling, training, coaching, task assignment, performance tracking, and quality control.
- Established organization-wide media-logging standards, protocols, training tools, and collaborative workflows across a 500K+ asset library.
- Served as technical authority for MAM operations, metadata standards, archive workflows, and end-user support.
- Improved metadata consistency by 35% through training, quality frameworks, and real-time validation while maintaining 100% archive integrity.

- Recorded and monitored live telecast feeds using professional broadcast systems, assigning metadata and validating technical quality across 50+ PGA TOUR events.
- Supported PGA TOUR LIVE—including live audio mixing, post-round highlight production, feed ingestion, archive retrieval, file transfers, and transcoding.

NATIONAL CINEMEDIA — Centennial, CO
Production Coordinator — Media Traffic — August 2009 – June 2014

- Coordinated weekly production and distribution of *FirstLook*, national cinema programming reaching 725M+ U.S. consumers annually across 1,500+ theater locations.
- Managed the complete content lifecycle—from creative intake through production, post-production, quality control, trafficking, and satellite distribution—for a portfolio of 1,200+ advertisements.
- Engineered workflow improvements that reduced production errors by 40% and turnaround time by 30%.
- Coordinated software-enhancement initiatives, beta testing, production rollouts, user-acceptance testing, training, and technical support.
- Served as final editorial gatekeeper for creative and promotional collateral, ensuring quality and consistency of the national brand message.

INSTANT ACCESS MEDIA — Denver, CO
Ad Operations Specialist — August 2008 – June 2009

- Managed scheduled content and traffic operations for a digital entertainment network spanning 1,200+ HD displays across 380+ locations nationwide—monitoring network functionality, content delivery, traffic flows, and operational reporting.

BARRY, HOLCOMB & ASSOCIATES — San Rafael, CA
Office Manager / Marketing Operations — April 2005 – July 2008

- Supported campaign management, client databases, marketing operations, and call-to-action campaigns across radio, television, and direct mail.

CRESCENDO! STUDIOS — San Francisco, CA
Assistant Audio Engineer — November 2004 – April 2005

- Completed a 480+ hour professional audio-engineering internship and continued on a freelance basis—supporting studio sessions, equipment configuration, audio capture, transfer, conversion, backup, and technical operations.

TECHNOLOGY & TOOLS

DAM / Content Platforms: Brandfolder, Bynder, Orange Logic, Widen, MediaValet, Adobe Experience Manager (AEM), Vizrt VizOne, EVS; CMS, content repositories, metadata systems, digital rights management

Project & Workflow Management: Jira, Asana, Monday.com, Smartsheet, Microsoft Project, Wrike, Adobe Workfront, ClickUp, Trello, Airtable

AI & Automation: Computer vision, AI auto-tagging, semantic search, NLP, workflow automation; ChatGPT, Claude, Descript, Runway, Google Veo, Kling, Luma Dream Machine, Pika, HeyGen, Synthesia, Suno, Udio, ElevenLabs, Stable Audio

Video & Post-Production: Adobe Premiere Pro, DaVinci Resolve, Final Cut Pro, Avid Media Composer, Adobe Media Encoder, Frame.io

Audio Production: Pro Tools, Logic Pro, Ableton Live, Cubase, Nuendo, Adobe Audition, Reason, Digital Performer

Photo & Design: Adobe Photoshop, Lightroom, Illustrator, Pixelmator Pro, GIMP, Adobe Creative Cloud

Video Distribution: YouTube, Vimeo, Wistia

Business / Operations: Microsoft Office (Excel, Access, PowerPoint, Project, Teams), Agile/Scrum, UAT, ticketing systems

EDUCATION & CERTIFICATIONS

Bachelor of Science, Entertainment Business — Full Sail University — Winter Park, FL
Associate of Science, Audio Engineering (Recording Arts) — Full Sail University — Winter Park, FL

- Career Essentials in Generative AI — Microsoft / LinkedIn
- Essential Skills in Photoshop — Adobe
- Career Essentials in Project Management — Microsoft / LinkedIn
- Essential Skills in Premiere Pro — Adobe