



Mark Montour-Larson

Art Direction | Production | Design | Management

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Broadcast and media professional with several years of leadership in design, production, and operations for television, corporate, and nonprofit sectors. Adept at driving creative strategies, managing cross-functional teams, and implementing technical innovations to elevate storytelling and brand impact.

Professional Experience

Studio Operations Director (2015-present)

Rocky Mountain Public Media, Inc - Denver, Colorado

- Lead teams and manage facilities for productions, presentations, and performances to engage both internal stakeholders and external audiences.
- Produce brand marketing campaigns and consumer messaging across broadcast, print, and live events to drive engagement and visibility.
- Advise and lead implementation of technology upgrades, improve production quality and operational efficiency.
- Developed visual style and presentation assets for original programming and station branding, aligning creative direction with strategic goals.
- Served as Interim Programming Manager for three years, overseeing daily operations of the Programming and Traffic departments; managed budgets, vendor contracts, and content acquisition for a statewide multi-channel public television network.

Additional titles during this employment:

- **Creative Services Production Manager** (2022-2024)
- **Executive Producer – Multimedia Marketing & Programming** (2015-2022)
- **Director of Production & Creative Operations** (2015-2015)

Art Director & Manager of Marketing Production (1999-2015)

KMGH-TV (E.W. Scripps, McGraw-Hill Broadcasting) – Denver, Colorado

- Managed an agile creative team delivering visual content for enterprise, daily, and breaking news stories across multiple platforms.
- Led brand initiatives and collaborated with group stations in Denver, San Diego, Indianapolis, and Bakersfield to develop consistent visual identity and messaging.
- Oversaw station rebranding efforts, coordinating artistic and technical resources for graphics packages, HD upgrades, and technology implementations.
- Designed and implemented graphic templates and newsroom tools, including macro scripting and data parsing, to streamline MOS workflows and automate routine tasks.
- Provided project management and on-site consultation for scenic design, technical improvements, and workflow optimization across creative and production teams.

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- Partnered with Sales & Marketing to produce custom animations and presentations that supported client campaigns and new business efforts.
- Worked cross-functionally and with Scripps Design Services to deliver graphics and branding assets for KMGH-TV and other company-owned stations.
- Expert in Adobe Creative Suite and Apple Final Cut Pro, with strong hands-on experience in both design and post-production workflows.

Producer/Director - Broadcast Specialist (1997-1999)

Mayo Clinic Foundation - Rochester, Minnesota

- Collaborated with leading physicians and medical professionals to support internal and external communications initiatives.
- Implemented closed-circuit and cable TV systems to deliver educational, informational, and entertainment programming to patients, visitors, and staff.
- Produced a weekly live broadcast series showcasing musical performances from various locations across the Clinic campus.

Director of Design (1995-1997)

Pro Video Productions, Inc. - Duluth, Minnesota

- Delivered high-quality video production for corporate, industrial, and commercial clients, specializing in motion graphics, animation, and visual effects while ensuring consistent design standards.

Director/Associate Producer (1981-1995)

WDSE-TV (PBS) - Duluth, Minnesota

- I participated in and often led all aspects of broadcast production, including live on-air directing, studio and field operations, content editing, set design and lighting, as well as managing daily scheduling, traffic, and inventory of programming and archival materials.

Education

University of Minnesota – Duluth: Communications / Journalism

Duluth Technical College: Broadcast Electronics

Awards

- Four-time, Heartland regional EMMY Award winner
- District, regional and national award winner American Advertising Federation ADDYs

Portfolio available at markmontourlarson.com