

JT Santini

Senior Digital Signage & DOOH Operations Manager

PROFESSIONAL SUMMARY

Senior Digital Signage and DOOH Operations Manager with 10+ years of experience owning high-visibility, client-managed display networks in New York City. Proven leader in 24/7 playback reliability, complex scheduling, and rapid-response operations for large-format LED billboards and multi-screen video wall installations with immediate public and financial impact.

CORE SKILLS

DOOH & Digital Signage Operations • Large-Format LED & Video Walls • 24/7 Uptime & Reliability
Complex Scheduling & Live Activations • Broadcast-Style Timing & Coordination • Digital Asset Management
Client Ownership • Incident Response • Workflow Design • Training & Documentation

PROFESSIONAL EXPERIENCE

Senior Digital Signage & DOOH Operations Manager

Show+Tell — New York City | 2015 – Present

- Own content operations and playback reliability for **high-visibility digital displays** across NYC, including **large-format exterior LED billboards** and **interior retail displays** with complex multi-screen video wall systems.
- Primary operational owner for multiple **client-managed DOOH networks**, responsible for scheduling accuracy, system uptime, and rapid response for public displays impacting advertising revenue and brand perception.
- Manage programming, scheduling logic, and remote system control across **BrightSign, Broadsign, and Sedna Presenter**, supporting distributed media players and synchronized multi-display environments.
- Serve as first-line responder for urgent incidents including system outages, legal-driven creative changes, and real-time client requests, frequently supporting **nights and weekends**.
- Lead creative development and seasonal campaign execution for luxury retail environments, balancing brand standards with technical constraints of large-scale display systems.
- Execute **high-visibility launches & timing-critical activations**, including national brand announcements, sports events, entertainment promotions, and multi-billboard takeovers requiring broadcast-style coordination.
- Design and implement **repeatable operational workflows** using cloud-based solutions; train clients and internal teams to reduce error rates in high-risk display environments.

Production Manager — Sleepy's Mattress Professionals | 2011 – 2015

- Led production and rollout of in-store visual programs across **800+ retail locations**.
- **Piloted a multi-location digital signage program**, defining installation methods, messaging standards, and seasonal content workflows.

Visual Merchandising & CX Designer — Modell's Sporting Goods | 2007 – 2011

- Executed in-store graphics and customer experience programs across **150+ locations**.
- Supported rollout and ongoing content development for **in-store digital signage networks**.

EDUCATION

B.F.A. Graphic Design