

# GLENNON WRIGHT

## Director of Global Creative Production

+1 636-359-0231 @ glennonwright@gmail.com <http://linkedin.com/in/glennonwright> Portland, OR

☆ Open to relocation & visa sponsorship (CA/UK/EU)



## SUMMARY

Director of Integrated Production for Global Creative with over 20 years of leadership, specializing in integrated campaign execution, studio operations, and cross-regional project management. Forward-thinking changemaker skilled at streamlining workflow systems, managing multimillion-dollar budgets, and leading comprehensive creative initiatives across AMER, EMEA, LATAM, and APAC. Adept strategist that optimizes systems for Fortune 500 brands, significantly enhancing efficiency, productivity, and operational clarity. Passionate leader committed to unifying creative execution with scalable infrastructure and delivering high-impact results while promoting collaboration and innovation in complex, fast-paced environments.

## HIGHLIGHTS

- Promoted three times over five years at Jellyfish, progressing from Sr Project Manager to Project Director and then Production Director, reflecting sustained performance, expanded scope, and trusted leadership across global creative production
- Implemented Wrike, Ziflow, Box, Salesforce, AI productivity tools, and Make API integrations to automate workflows, reducing production turnaround time by 25% and increasing team productivity by 35%.
- Designed and scaled a global production workflow that reduced staffing requirements by 50% (8 to 4 FTE) while saving \$10K per project across four annual initiatives without sacrificing quality.
- Directed Uber's global CRM production, scaling from 7 to 173 projects annually across AMER, EMEA, APAC, and LATAM, while improving operational efficiency and securing a \$4.2M budget increase
- Led Nike's global Partner Retouching production pipeline, expanding seasonal output from 900 to 2,000+ assets while maintaining consistent delivery timelines without additional budget.
- Spearheaded Jellyfish's global rollout of Wrike, unifying creative operations and project tracking across 20+ international teams and improving visibility across 200+ concurrent projects.

## EXPERIENCE

07/2021 - Present

Portland, OR

### Director of Integrated Production, Global Creative

#### Jellyfish

- Oversaw global integrated production operations for enterprise brands including Nike, Uber, Amazon Studios, Google, Hulu, and Kraft Heinz, delivering high-volume creative across video, motion, digital, print, and CRM channels
- Led multi-regional creative production teams across AMER, EMEA, LATAM, and APAC, aligning workflows, standards, and delivery models to support always-on retainers and large-scale seasonal campaigns
- Owned end-to-end production lifecycle management, including scoping, briefing, schedules, delivery roadmaps, financial tracking, and risk mitigation for complex, multi-stakeholder programs
- Directed global CRM and lifecycle marketing production for Uber & Postmates, managing intake, routing, and delivery governance across multiple regions and time zones
- Managed large-scale seasonal asset production for a global athletic brand, coordinating retouching, QA, and cross-functional approvals to ensure consistency, speed, and brand integrity at scale
- Partnered cross-functionally with Client Management, Creative, Strategy, Social, and Resource teams to drive operational clarity, capacity planning, and execution alignment across concurrent initiatives
- Provided operational leadership across accounts, owning KPIs, vendor coordination, budget oversight, RFP support, and senior client communications while mentoring producers and strengthening delivery standards

03/2020 - 2021

Portland, OR

### Senior Creative Project Manager

#### RR Donnelley

- Led creative project management for Fortune 500 clients, owning project scoping, budgets, timelines, and delivery plans to ensure on-time, on-budget execution across integrated marketing initiatives
- Acted as a primary client liaison, translating business objectives into clear creative for Jeep, Safeway, and Bob Evans

06/2018 - 03/2020

Portland, OR

### Creative Production Manager

#### Airstream

- Led in-house creative production, driving concept development and execution across digital, print, web, photo, and video assets in support of national brand and dealer marketing initiatives
- Managed and mentored a creative team including photographers, videographers, designers, and marketers, aligning talent, workflows, and creative standards to deliver cohesive, on-brand campaigns
- Owned day-to-day creative operations, overseeing resource allocation, project scheduling, quality control, and budget management to ensure efficient, high-quality delivery across concurrent initiatives
- Partnered closely with marketing and dealership stakeholders, translating business objectives into compelling creative outputs that strengthened brand consistency and elevated dealer visibility

## EXPERIENCE

11/2015 - 05/2018

Portland, OR

Digital Design Manager

**Education Northwest**

- Directed digital design and visual storytelling initiatives, producing short documentaries and promotional content that highlighted educational programs across diverse rural and urban communities
- Owned creative direction and brand consistency across motion graphics, video, animation, infographics, print, and web design, strengthening organizational visual identity and audience engagement
- Managed end-to-end digital media project execution, overseeing ideation, design, production timelines, and milestone tracking, using project management tools to ensure on-time delivery
- Produced and directed live multi-camera webcast broadcasts for on-location events, owning technical execution including camera systems, live switching, audio/AV workflows, and custom broadcast animation packages.

12/2012 - 08/2015

San Diego, CA

Senior Designer

**Practicing Excellence**

- Built and scaled the creative function within a high-growth startup, leading end-to-end video production, motion design, compositing, and creative direction to establish a cohesive, multi-channel brand identity
- Owned creative execution and production, managing budgets, timelines, and cross-functional coordination while delivering high-quality visual content using Adobe Creative Suite and enterprise productivity tools

04/2011 - 06/2012

San Diego, CA

Motion Designer

**Sony PlayStation**

- Produced high-impact motion graphics and compositing for PlayStation's global E3 stage presentation, delivering broadcast-ready visuals seen by millions across live and digital channels
- Collaborated within a multidisciplinary production team of editors, 3D artists, animators, producers, and art directors to execute complex, deadline-driven content under intense production schedules

## EDUCATION

08/2007 - 07/2009

Orlando, Florida

Digital Arts & Design

**Full Sail University**

- Digital Arts & Design | Major, Video Production & Animation | Bachelor of Science (BS)
- Full Sail University

08/2004 - 12/2005

Union, Missouri

Multi-Media Graphic Design

**East Central College**

- Associate of Applied Science (AAS)
- East Central College

05/2025

LinkedIn

Certificate | Intelligent Automation for Project Managers

**LinkedIn**

## SKILLS

Budget & Resource Planning

Campaign Management

Global Creative Operations

Workflow Optimization

Process Automation Systems

Stakeholder Engagement

Cross-Functional Leadership

Project Lifecycle Strategy