

GLENNON WRIGHT

Project Director, Global Creative

+1 636-359-0231 @ glennonwright@gmail.com www.linkedin.com/in/glennonwright/ Portland

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



SUMMARY

Project management executive with 20 years of experience leading complex, multi-channel creative programs across global markets. Specialized in building scalable project frameworks, optimizing delivery systems, and driving operational rigor across AMER, EMEA, LATAM, and APAC. Proven leader in managing multimillion-dollar budgets, aligning cross-functional stakeholders, and transforming high-volume creative environments into disciplined, predictable, and performance-driven operations. Known for strengthening governance, improving margin control, and delivering large-scale initiatives on time and within scope in fast-paced, enterprise settings.

- Promoted three times in five years at Jellyfish, expanding from senior project leadership to global production oversight based on consistent delivery, strategic impact, and cross-regional leadership.
- Built and automated integrated project workflows using Wrike, Ziflow, Box, Salesforce, AI tools, and API integrations, reducing turnaround time by 25 percent and increasing team productivity by 35 percent.
- Designed and scaled a global production framework that reduced staffing requirements by 50 percent while saving \$10K per project across recurring initiatives, maintaining quality and delivery standards.
- Directed Uber's global CRM production program, scaling output from 7 to 173 projects monthly across four regions while improving forecasting accuracy and securing a \$4.2M budget expansion through data-backed business cases.
- Led Nike's global Partner Retouching pipeline, increasing seasonal asset volume from 900 to over 2,000 footwear and apparel deliverables while maintaining timeline consistency and budget discipline.
- Spearheaded the global rollout of Wrike across 20 plus international teams, standardizing project governance, resource forecasting, and executive reporting across 200 plus concurrent projects.

EXPERIENCE

07/2021 - 01/2026

Portland, OR

Project Director, Global Creative

Jellyfish

Led global project and production management across multi-channel creative programs for enterprise brands including Nike, Jordan, Uber, Google, Hulu, Kraft Heinz, Under Armour, Sonos, Amazon, and Seagate. Oversaw end-to-end delivery of video, digital, social, experiential, print, and performance marketing initiatives across AMER, LATAM, EMEA, and APAC regions.

- Directed global CRM and creative production for Uber, scaling annual output from 7 to 173 projects while securing a \$4.2M budget increase through forecasting, workflow optimization, and executive alignment.
- Owned full lifecycle project management including intake, scoping, budgeting, timeline development, resource allocation, risk mitigation, stakeholder alignment, and final delivery.
- Built and standardized global project management frameworks, improving margin protection, delivery predictability, and cross-functional clarity across Creative, Social, Client Management, Finance, and RevOps teams.
- Partnered with Finance and Procurement to manage multimillion-dollar budgets, raise and reconcile POs, approve vendor invoices, and ensure financial governance across retained and project-based accounts.
- Implemented scalable workflow systems and automated processes that increased operational efficiency and reduced production bottlenecks across global teams.
- Led selection and global rollout of enterprise project management software across AMER, LATAM, EMEA, and APAC teams, establishing standardized governance and reporting structures.
- Managed resource forecasting and talent allocation in collaboration with Resource Management, ensuring optimal team capacity across high-volume retained accounts.
- Drove proactive risk assessment and executive reporting, ensuring KPIs, timelines, and budget targets were consistently met or exceeded.
- Mentored and developed project managers and cross-functional team members, fostering a culture of accountability, clarity, and delivery excellence.

EXPERIENCE

03/2020 - 07/2021

Portland, OR

Senior Project Manager, Global Creative

RRD

At this dynamic marketing agency, I immerse myself in a diverse array of creative projects for our esteemed Fortune 500 clients.

- Strategic Planning and Organization: I meticulously chart project budgets, timelines, and scopes of work, ensuring seamless execution from inception to completion.
- Effective Communication: Serving as the pivotal link between our creative team and clients, I establish clear expectations, provide regular updates, deliver project milestones, solicit feedback, and foster collaboration.
- Progress Monitoring: With vigilant oversight, I track project timelines, coordinate cross-functional teams, and uphold project objectives, ensuring alignment and success at every stage.

05/2018 - 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.

12/2012 - 08/2015

San Diego, CA

Senior Production Director

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.

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.

06/2012 - 07/2012

La Jolla, CA

Motion Designer/ Video Editor

CG Creative Studio

Collaborated with CG Creative on a large-scale Microsoft Windows Smartphone presentation in Atlanta, developing motion graphics and editing video content for a 60-screen multi-panel installation. Managed animation integration across complex display formats, ensuring seamless visual continuity and synchronized playback. Contributed to planning, asset coordination, and execution to deliver a high-impact presentation that effectively communicated Microsoft's messaging at scale.

04/2011 - 06/2012

San Diego, CA

Motion Designer/ Composer

Sony Playstation

Contributing to the E3 stage presentation viewed by millions worldwide. Collaborated with editors, 3D modelers, producers, animators, and art directors to develop high-impact motion graphics and composited visuals for large-scale live presentation. Integrated video into motion environments, executed editing and animation, and ensured seamless visual delivery under intense, deadline-driven production schedules.

05/2011 - 05/2012

San Diego, CA

Creative Project Director

Launchmen

Led creative production for a three-day live webcast event, managing broadcast video assets from concept through final delivery. Developed and executed a wide range of content including commercials, bumpers, lower thirds, logo animations, music videos, and informational segments tailored specifically for live broadcast. Oversaw asset coordination and ensured all deliverables met technical standards and tight timelines, utilizing After Effects, Premiere Pro, Illustrator, Photoshop, and Cinema 4D. Collaborated cross-functionally with producers, editors, audio teams, and technical directors to maintain cohesive branding and seamless integration across the live event.

EXPERIENCE

05/2011 - 08/2011

Greater San Diego Area

Broadcast Designer

Reef

Produced broadcast animations for the live television coverage of the annual Reef Pi-Fi Surf Classic in San Diego. Designed and executed motion graphics using After Effects and Photoshop to support live event production and reinforce brand identity throughout the broadcast. Collaborated with event organizers and production teams to deliver polished visual assets under live television timelines while contributing to a high-profile charitable initiative.

01/2010 - 07/2011

Greater San Diego Area

Motion Designer

Traffic Geyser

Worked at a San Diego-based ad agency producing animation and video content for live webcasts and product marketing campaigns. Partnered with cross-functional creative and marketing teams to deliver launch assets from concept through final execution. Supported multiple high-profile product launches, including one campaign that generated \$7M in sales within its first week, demonstrating strong alignment between creative production and measurable business impact.

05/2010 - 10/2010

Greater San Diego Area

Creative Director/Videographer

San Diego Scope

Part of a small, fast-paced production team in San Diego creating video content for a local news television show. Served as creative director, video editor, motion designer, and camera operator, managing projects from concept through final broadcast. Produced on-location segments across major city events and attractions, often working in high-pressure, live television environments that required adaptability and quick problem solving. Captured dynamic content in unique settings including aerial, underwater, and remote locations, delivering engaging stories to a broad local audience.

08/2009 - 09/2010

San Diego, CA

Creative Director

ABM

Directed leading visual strategy, brand development, and overall creative direction across client projects. Oversaw product design, digital and print campaigns, and web experiences while ensuring cohesive brand identity and high production quality. Managed retouching and restoration standards, guided cross-functional creative teams, and directed projects from concept through final delivery. In parallel, led digital marketing initiatives and coordinated resources, timelines, and execution to drive both creative excellence and measurable business growth.

EDUCATION

01/2007 - 12/2009

Bachelors of Science in Digital Arts & Design

Full Sail University

01/2004 - 12/2005

Associates, Multi Media Graphic Design

East Central College

CERTIFICATIONS

Intelligent Automation for Project Managers

LinkedIn

Generative AI Imaging: What Creative Pros Need to Know

LinkedIn

Managing Video Production and Editing

Lynda.com

Wrike Certified Professional - Project Management Software

Wrike

SKILLS

Campaign Management

Global Creative Operations

Workflow Optimization

Process Automation Systems

Project Management

Stakeholder Engagement

Cross-Functional Leadership

Project Lifecycle Strategy

AI productivity tools

Process Automation

Resource Allocation

Budget & Resource Planning

Post Production

Animation

Motion Design

Video Production

Graphic Design

Retouching

Creative Direction

Adobe Creative Suite

Art Direction

Photography

Wrike

Asana

Salesforce