

ERIC PREUSS

SENIOR PROJECT MANAGER

262.993.8067 • ejpreuss13@gmail.com • www.eric-preuss.com

PROFILE

Results-driven Senior Project Manager with 10+ years of experience leading creative and marketing initiatives across agency and corporate environments. Known for building high-performing teams, driving operational efficiency, and translating complex briefs into compelling, on-time deliverables. A natural bridge between creative talent and business stakeholders fluent in both worlds and trusted by both sides. Passionate about cultivating collaborative cultures where great work and accountability coexist.

EMPLOYMENT HISTORY

thelab

Senior Project Manager | November 2022 — Present

- Architect and drive cross-functional workflows and operational frameworks that reduce delivery friction and increase campaign throughput across creative, media, and analytics teams.
- Own end-to-end strategy and execution for multi-platform social campaigns, from UGC development and influencer coordination to large-scale photoshoot production, ensuring brand consistency and measurable impact.
- Serve as strategic project lead on integrated marketing initiatives, aligning diverse stakeholder groups and guiding creative teams to deliver cohesive work across digital, social, and experiential channels.
- Collaborate directly with CGI/3D artists to bring innovative digital experiences to life, including custom web builds and high-production visual storytelling projects.

GMR Marketing

Senior Creative Project Manager | December 2021 — November 2022

- Spearheaded company-wide improvements to the creative request intake process, scope development, and timeline structuring, reducing rework and improving cross-department predictability.
- Led strategic planning and stakeholder alignment across complex, concurrent initiatives involving senior internal leadership and high-profile external clients.
- Managed project calendars with timelines ranging from one week to 12+ months, maintaining clarity and momentum across every phase.
- Designed and delivered onboarding and mentorship programs for new hires, building process fluency and team cohesion from day one.
- Simultaneously oversaw 10+ active creative projects, consistently meeting scope, budget, and timeline targets.

GMR Marketing

Creative Project Manager | August 2018 — December 2021

- Developed scopes of work and managed budgets exceeding \$1M for both retainer-based accounts and net-new project engagements.
- Managed diverse creative project portfolios spanning experiential campaigns, major sporting events, trade shows, TV commercials, photoshoots, web design, and social content for multiple Fortune 500 brands.

Executive Director, Inc.

Marketing Coordinator | March 2017 — August 2018

- Owned annual scope planning and budget allocation strategy, providing data-informed recommendations to senior leadership.
- Served as primary liaison between internal teams and executive stakeholders including the Marketing Committee and Board of Directors, facilitating weekly and monthly alignment meetings.

- Managed all creative requests from brief through final delivery, ensuring brand consistency and stakeholder satisfaction.
- Represented the organization at national and international Partner conferences, leading on-site logistics and exhibit operations.

SKILLS & TOOLS

Project Management: Asana, Smartsheet, Productive.io, ProofHQ

Creative & Design: Adobe Creative Suite

Data & Reporting: Tableau

Productivity & Collaboration: Microsoft Office Suite, Box, Slack, Teams

EDUCATION

University of Wisconsin–Milwaukee

Bachelor of Business Administration, Marketing • 2015