

ERIC PREUSS

SENIOR PROJECT MANAGER | MARKETING OPERATIONS & BRAND STRATEGY

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Marketing Operations • Cross-Functional Project Leadership • Process & Workflow Design • Brand Consistency & Creative Standards • Budget & Resource Planning • Stakeholder Management

PROFILE

Marketing strategy and operations leader with 9+ years of experience building the processes, workflows, and cross-functional systems that keep creative, digital, and brand teams moving efficiently. Twice promoted for consistent delivery and expanding ownership, most recently at thelab and previously at GMR Marketing. Skilled at establishing marketing operations frameworks (intake and approval workflows, resourcing models, and delivery cadences) that raise creative standards, protect brand consistency, and scale with growing teams. A natural bridge between creative talent and business stakeholders, trusted to translate business objectives into structured, on-time execution. Passionate about building collaborative cultures where great work and accountability coexist.

EMPLOYMENT HISTORY

thelab

Senior Project Manager | *September 2025 - Present*

- Architect cross-functional workflows and operational frameworks that cut delivery friction and increase campaign throughput across creative, media, development, and analytics teams.
- Selected as 1 of 4 leads on a company-wide pilot team to evaluate marketing operations platforms; championed the adoption of Productive.io and built the intake, workflow, and weekly burn-report processes now used company-wide to keep every project on budget.
- Introduced Float as a resource-allocation tool to improve capacity forecasting, surfacing bottlenecks early enough to inform freelance and full-time hiring decisions.
- Partner with brands and internal strategy teams to help set campaign KPIs, then develop budgets, resource plans, and client-facing performance reporting against those targets.
- Lead creative teams in defining brand and messaging guidelines and visual identity standards, ensuring consistency across print, OOH, paid social, retail, and digital touchpoints.
- Own end-to-end strategy and execution for multi-platform social, e-commerce, and go-to-market campaigns for national brands, from UGC development and influencer coordination to large-scale photoshoot production.

thelab

Project Manager | *November 2022 - September 2025*

- Identified inconsistent processes across teams and authored the agency's company-wide process handbook, defining roles and responsibilities, the full project lifecycle from client brief to asset delivery, and standardized templates for SOWs, client input briefs, and creative decks.
- Extended the handbook to cover resource management, OOO coverage, server and asset storage, and communication protocols, creating the consistency that let staff move seamlessly between projects and brands; this work directly contributed to my promotion to Senior Project Manager.
- Led day-to-day project management for integrated digital, e-commerce, and social campaigns for brands including Tula, Ka'Chava, Qdoba, and Tempur-Sealy, coordinating creative, UX/UI, and development teams from kickoff through launch.
- Built and maintained project scopes, timelines, and budgets across concurrent workstreams, flagging risks early and keeping delivery on schedule.
- Partnered with account and creative leads to translate client briefs into actionable production plans for web builds, content, and social deliverables.
- Tracked project health and resourcing across teams, surfacing clear status updates to stakeholders and leadership.

GMR Marketing

Senior Creative Project Manager | *December 2021 - November 2022*

- Established and streamlined company-wide creative intake, scope development, and approval workflows, reducing rework and improving cross-department predictability.
- Led strategic planning and stakeholder alignment across complex, concurrent live-event and brand activation 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.
- Coordinated with internal production teams, external vendors, and on-site staff to execute live activations and events on tight timelines, ensuring flawless on-brand delivery.

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: Productive.io, Float, Asana, Smartsheet, ProofHQ, Monday

Creative & Design: Adobe Creative Suite, Figma

Data & Reporting: Tableau, Productive.io (budget & burn reporting)

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

EDUCATION

University of Wisconsin–Milwaukee

Bachelor of Business Administration, Marketing • 2015