



**Eric Preuss**

PROJECT MANAGER

## Skills

Microsoft Office Suite

Adobe Creative Suite

Asana

Basecamp

ProofHQ

Tableau

Float

Box

## Education

University of Wisconsin-Milwaukee (2015)

Bachelor of Business Administration (Marketing)

## Contact

 262.993.8067

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## Profile

Marketing professional with over 8+ years of creative and marketing experience. I bring order to chaos while making sure others have fun along the way. My experience in both project management and design gives me the unique insight into building camaraderie with creatives while meeting objectives and negotiating with stakeholders. If you want to cultivate an amazingly efficient, effective, and organized creative culture, I'm the partner you're looking for.

## Employment History

### thelab

PROJECT MANAGER | NOVEMBER 2022 — PRESENT

- Led cross-functional initiatives to establish streamlined workflows and operational processes, driving efficiency across teams and improving delivery timelines for high-impact marketing campaigns.
- Directed strategy and execution for multi-platform social media campaigns, collaborating with creative, media, and analytics teams to amplify brand presence, including UGC content development and overseeing large-scale photoshoots.
- Acted as the strategic lead across multiple marketing projects, guiding creative teams and aligning stakeholders to deliver cohesive campaigns across digital, social, and experiential channels.
- Partnered with software engineers and CGI artists to develop custom website code and produce high-quality illustrations and 3D renders, supporting innovative storytelling and interactive brand experiences.

### GMR Marketing

SENIOR CREATIVE PROJECT MANAGER | DECEMBER 2021 — NOVEMBER 2022

- Led company-wide initiatives for improving the creative request process, scope and budget development, and how timelines were structured
- Mastered strategic planning and creative leadership amongst internal and external stakeholders
- Expert at calendar planning for projects ranging from 1 week to 1 year plus at a time
- Mentored new hires on a weekly basis offering guidance and training for internal processes
- Managed up to 10+ creative projects at one time

CREATIVE PROJECT MANAGER | AUGUST 2018 — DECEMBER 2021

- Developed scopes of work and budgets up to \$1 million+ for retainer-based clients and new project requests
- Managed projects for experiential campaigns, large-scale sporting events, trade shows, commercials, photoshoots, web design, and social graphics for several Fortune 500 clients

### Executive Director, Inc.

MARKETING COORDINATOR | MARCH 2017 — AUGUST 2018

- Developed yearly scope and provided recommendations on yearly budget allocation
- Facilitated weekly and monthly meetings and functioned as the primary liaison for our Marketing Committee and Board of Directors
- Managed and led all creative requests from concept to completion
- Attended Partner Organization conferences nationally and internationally, coordinating logistics for exhibiting and supervising the exhibit booth