

# ERIC PREUSS

## SENIOR PROJECT MANAGER

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### PROFILE

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Results-driven Senior Project Manager with 9+ years of experience leading creative, digital, and experiential marketing initiatives across agency and corporate environments. Twice promoted for consistent delivery and expanding ownership, most recently at thelab and previously at GMR Marketing. 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

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#### 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.
- Own end-to-end strategy and execution for multi-platform social and e-commerce campaigns for national brands, 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 and design-system initiatives, aligning creative, UX/UI, and analytics stakeholders to deliver cohesive work across digital, social, and experiential channels.
- Partner directly with CGI/3D artists and engineers to bring innovative digital experiences to life, including custom web builds and high-production visual storytelling projects.

#### thelab

**Project Manager** | November 2022 — September 2025

- 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; promoted to Senior Project Manager in recognition of consistent delivery and growing scope of ownership.

#### 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 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**

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**Project Management:** Asana, Smartsheet, Productive.io, ProofHQ, Monday, Float

**Creative & Design:** Adobe Creative Suite, Figma

**Data & Reporting:** Tableau

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

## **EDUCATION**

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**University of Wisconsin–Milwaukee**

Bachelor of Business Administration, Marketing • 2015