

BRIAN WRIGHT

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🌐 PERSONAL PORTFOLIO

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● EXPERIENCE

CREATIVE PRODUCTION MANAGER

MADE GOOD | 2025 - PRESENT

- Own end-to-end operating rhythm for creative and production workflows across major brand partnerships including Wynn, FanDuel, Caesars, and Oura Ring.
- Manage Meta performance marketing campaigns for Wynn, FanDuel, and Caesars, driving creative strategy and production across paid social channels.
- Build and maintain intake systems, production roadmaps, and creative briefs that kept design, social, video, and strategy workstreams aligned and on schedule, improving on-time delivery rates by 500%.
- Leveraged Claude Cowork and other AI tools to build autonomous workflows that eliminated 2+ human work hours per day and increased overall creative output by 200%.
- Lead triage and prioritization meetings functioning as backlog grooming and roadmap management, assigning resources, sequencing work, and surfacing blockers before they became delays.
- Identified operational bottlenecks and implemented process improvements that raised creative output quality across a concurrent portfolio of brand campaigns.

PROJECT MANAGER – DIGITAL CONTENT & CREATIVE DELIVERY

EVERFI | 2021 - 2024

- Managed up to three large-scale projects simultaneously across design, content, and engineering. Coordinated teams of 10+ through shared timelines and competing priorities, resulting in client renewals across all accounts.
- Led end-to-end creative production for high-profile partnerships with the NFL, MLB, and NHL, ensuring brand consistency, strategic alignment, and on-time delivery across print and digital formats.
- Oversaw full product lifecycle management for K-12 digital learning courses from kickoff through launch.
- Built internal resource schedules and delivery forecasts that empowered leadership to make faster, better-informed decisions around priorities and resourcing tradeoffs.

PROJECT MANAGEMENT CONSULTANT

VARIOUS CLIENTS | 2018 - PRESENT

- Create scalable infrastructure for startups as well as clients including the Big Ten Conference, Gametime, ROOT Sports, and Major League Baseball.
- Design intake and workflow systems for early-stage and established content organizations, enabling lean teams to execute at capacity without full-time operational hires.
- Partner with founders to shape creative vision, plan product launches, develop content rollout strategies, and build audience engagement programs from the ground up.
- Lead cross-functional coordination across creators, designers, developers, and management on end-to-end creative production projects.

● SKILLS

- End-to-End Production Management
- Creative Content Production
- Cross-Functional Team Alignment
- Workflow Optimization
- Asana, Airtable, Jira, Google Workspace, Notion, Slack
- AI Workflow Automation: Claude, Gemini, Chat GPT
- Meta Performance Marketing
- Sprint Planning & Capacity Forecasting

● CERTIFICATIONS:

CERTIFIED SCRUM MASTER (CSM)

SCRUM ALLIANCE | APRIL 2019