

GREG BRADLEY

Senior Integrated Producer

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SUMMARY

- End-to-End Creative Production — 10+ years producing and project-leading integrated marketing, digital, and brand campaigns from concept through final delivery, including campaign production for DIRECTV's \$3.4B+ digital sales channel, which grew 32% YoY during this period.
- Full-Lifecycle Ownership — Own creative development, budget, vendor and team coordination, and quality control on 100+ campaigns spanning web, video, social, and live events, consistently hitting 95–100% on-time delivery.
- Process & Efficiency — Modernized production workflows (JIRA → Workfront), cutting turnaround from 4 weeks to 10 days while managing \$150M+ in production budgets and maintaining full regulatory compliance.

EXPERIENCE

Project Manager, Creative & Brand Production — *Prudential* (Contract, via Robert Half) Mar 2025 – Present

- Produce 10–12 concurrent multi-channel campaigns — web, social, print, and live events — from creative brief to final launch, hitting on-time delivery on both rapid 24–48 hour turnarounds and multi-month initiatives.
- Executive-produced Prudential's 150th Anniversary “Rock the Block,” a flagship live event for 3,000+ employees — owned multi-venue logistics, vendor coordination, and on-site execution for a high-visibility company milestone.
- Used Workfront to manage daily project execution and resourcing, streamlining communication and handoffs between the web and brand teams to reduce delivery friction.
- Relaunched a stalled enterprise co-branding guide, restoring creative team capacity and standardizing brand execution company-wide.

Digital Marketing & Production Consultant — *Independent* Feb 2024 – Present

- Advise small-business clients in visual arts and services on website strategy, content, and conversion optimization — delivered a 25% increase in organic traffic and 30% longer average session duration via SEO/UX audits.

Senior Lead Digital Producer — *DIRECTV* Jan 2017 – Jan 2024

- Produced and project-led promotional and merchandising campaigns from concept to launch for DIRECTV's digital sales channel — a \$3.4B+ business that grew 32% YoY during this period.
- Cut production turnaround from 4 weeks to 10 days by re-engineering workflows across JIRA, Workfront, and Asana.
- Directed A/B testing and UX enhancements that lifted user engagement 25%.
- Led an enterprise-wide JIRA-to-Workfront migration, training 20+ team members to 100% adoption.
- Owned status reporting and stakeholder communication for high-visibility digital initiatives, keeping leadership aligned end-to-end.

Senior Integrated Producer — *FCB Health* Aug 2012 – Jan 2017

- Executive-produced multi-channel brand launches for blockbuster pharmaceutical brands, including Bristol Myers Squibb and Boehringer Ingelheim, hitting 100% on-time delivery and exceeding brand-awareness KPIs.
- Managed \$150M+ in integrated ad campaign budgets, mitigating scope and budget risk across concurrent launches.
- Ensured 100% FDA compliance, partnering with regulatory teams to accelerate approvals without compromising creative quality.
- Led cross-functional creative teams of designers, developers, and copywriters, cutting production timelines by 3 days per project.
- Drove a 20–30% increase in audience engagement across integrated campaigns.

Senior Project Manager — GHG / Grey Group

Jul 2011 – Aug 2012

- Launched user-centric web platforms and CRM programs generating 200+ qualified healthcare-provider leads per month.
- Managed 10+ concurrent projects — SOWs, technical specs, and delivery — at a 97% on-time completion rate.
- Led weekly stakeholder meetings driving alignment and budget adherence enterprise-wide.

Senior Project Manager (Freelance) — MRM Worldwide

Mar 2010 – Sept 2010

- Streamlined digital production workflows, cutting time-to-market by 15%.
- Built and managed annual account budgets, reducing unnecessary spend by 18%.
- Managed compliance reviews for Bristol-Myers Squibb, cutting revision cycles by 20%.

ADDITIONAL EXPERIENCE

- Producer roles at Disney/ABC and Condé Nast

EDUCATION & CERTIFICATIONS

- B.A., Communication — University of Tampa, Tampa, FL
- Certified, Google Prompting Essentials (Generative AI) — Dec 2024

CORE SKILLS

Creative Production Leadership: End-to-End Production, Creative Development, Live Event Production, Vendor & Talent Management, Budget Ownership (\$150M+), Cross-Functional Team Leadership

Process & Methodology: Agile / Scrum, SOW Development, Workflow Design, Regulatory & FDA Compliance, Risk Mitigation, Scheduling & Budgeting

Tools & Platforms: Workfront, JIRA, Asana, Microsoft Project, Adobe Creative Suite, Adobe AEM / DAM, HTML/CSS/XML, Generative AI (ChatGPT, Gemini, Midjourney)