

Greg Bradley

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Summary

Revenue-Driven Project Leadership – Senior Project Manager with **10+ years of experience** leading high-impact integrated initiatives, including **\$3.4B+ in revenue and a 32% YoY sales increase at DIRECTV** through promotional and merchandising strategies.

Efficiency & Process Optimization – Spearheaded **workflow transformations**, including the **JIRA to Workfront transition**, reducing project timelines by **22%**, ensuring **95%+ on-time delivery**, and improving **cross-functional collaboration**.

Enterprise-Scale Digital Execution – Managed **large-scale website projects and multi-channel brand launches**, overseeing **\$150M+ budgets**, ensuring **100% FDA compliance**, and **increasing engagement by 25%** through strategic content and UX improvements.

Experience

Self-employed, New York, NY

Digital Marketing Consultant; Feb 2024 – present

- Advised small business owners in the visual arts and service industries on **website optimization**, resulting in an average **25% increase in organic traffic** and **improved lead conversion rates**.
- Conducted website audits to **refine content strategy**, improving **average session duration by 30%** and **lowering bounce rates**.

DIRECTV, New York, NY

Senior Lead Digital Producer; Jan 2017 – Jan 2024

- **Drove \$3.4B+ in revenue** by leading **promotional and merchandising strategies**, optimizing DIRECTV's special offers, and refining user engagement tactics—resulting in a **32% YoY increase in digital sales (2022)**.
- **Streamlined digital operations**, reducing **campaign launch timelines from 4 weeks to 10 days** by revamping workflows, integrating **Workfront for project tracking**, and eliminating redundant approval steps.
- **Boosted engagement by 25%** through a refined content strategy—leveraging **A/B testing, customer insights, and data-driven UX improvements** to enhance messaging clarity and effectiveness.
- **Led cross-functional execution of 5–15 simultaneous digital projects**, reducing **average project turnaround by 22%** and ensuring **95%+ on-time delivery** while aligning with business objectives.
- **Spearheaded the transition from JIRA to Workfront**, training **20+ team members** and driving a **100% adoption rate**, which streamlined workflows and improved version control.

FCB Health, New York, NY

Senior Integrated Producer; Aug 2012 – Jan 2017

- **Drove a 20%-30% increase in audience engagement** by leading the execution of **integrated advertising campaigns** for top pharmaceutical brands, including **Bristol Myers Squibb** and **Boehringer Ingelheim**.
- **Orchestrated multi-channel brand launch campaigns** for blockbuster medications such as **Opdivo** and **Linzess**, ensuring **100% on-time delivery** and exceeding client KPIs for **brand awareness and market penetration**.

and **budget risks**, preventing costly delays and ensuring seamless execution.

- **Ensured 100% compliance** with FDA and pharmaceutical regulations, working directly with regulatory teams to **streamline approvals** and accelerate **product launches**.
- **Reduced production timelines by 3 days** by optimizing **cross-functional collaboration** among designers, developers, and copywriters, increasing efficiency in campaign execution.

GHG/Grey Group, New York, NY

Senior Project Manager; Jul 2011 – Aug 2012

- **Developed and launched user-centric web platforms and CRM programs**, generating **200+ new healthcare provider leads per month** and strengthening client engagement.
- **Managed 10+ concurrent projects**, overseeing **detailed project plans, SOWs, and technical specifications**, ensuring **97% on-time delivery** and seamless execution.
- **Optimized cross-functional collaboration**, eliminating project bottlenecks and increasing efficiency—resulting in a **10% reduction in turnaround time** for high-priority projects.
- **Led weekly stakeholder meetings**, ensuring **cross-team alignment, budget adherence, and milestone tracking**, achieving a **97% on-time completion rate** for all active projects.

MRM Worldwide, Princeton, NJ

Senior Project Manager; Freelance, Mar 2010 – Sept 2010

- **Directed end-to-end digital media production** for pharmaceutical clients, streamlining workflows and **reducing time-to-market by 15%** while ensuring compliance with strict industry regulations.
- **Developed and managed annual account budgets**, collaborating with finance teams to enhance **budget accuracy and resource allocation**, reducing **unnecessary expenditures by 18%**.
- **Led content evaluation and compliance reviews** for **Bristol-Myers Squibb campaigns**, implementing process optimizations that reduced revision cycles by **20%**, accelerating approval timelines.

Education & Certifications

University of Tampa, Tampa, FL - Bachelor's Degree in Communication

Generative AI Tools - Certified in Google Prompting Essentials

Skills

Project Management: Digital Project Management, Agile Methodology, SCRUM, Cross-functional Collaboration, SOW Development, Scheduling, Budgeting

Technologies & Tools: HTML, CSS, XML, Adobe AEM, DAM, Generative AI, ChatGPT, Gemini, Midjourney

Marketing Strategies and Analytics: Digital Strategy, Data-Driven Decision Making, Merchandising, Branded Content, Performance Metrics Analysis, SEO Optimization, Regulatory Compliance Frameworks

Software Proficiency: Workfront, JIRA, Microsoft Project, Asana, Adobe Creative Suite, Microsoft Office