JULIAN MERCER

CREATIVE PROJECT MANAGER

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PROFESSIONAL SUMMARY

Creative Project Manager with 7+ years running campaign, brand, and content production at Adobe, Ogilvy, Condé Nast, and R/GA. Keeps designers, writers, and stakeholders aligned through clear briefs, realistic capacity planning, and efficient review cycles.

PROFESSIONAL EXPERIENCE

Senior Creative Project Manager Jan 2024 - Present
Adobe, San Jose, CA

- Managed an intake queue of 60 monthly creative requests across design, video, and copy, delivering 94% on or ahead of due date.
- Introduced a brief template and kickoff step that cut revision rounds from 3.1 to 1.9 per asset, giving designers clearer goals before work began.
- Planned capacity for 14 creatives in Workfront, reducing overbooked weeks by 40% through earlier prioritization with leads.
- Coordinated a flagship product launch with 85 assets, aligning legal, brand, and regional marketing approvals.
- Built a monthly production dashboard for marketing leaders showing turnaround, workload, and requested change trends.
- Standardized creative briefs and review rounds in Workfront, cutting average revision cycles from four to two for a 14-person team.

Creative Project Manager Apr 2022 - Dec 2023
Ogilvy, New York, NY

- Led integrated campaigns for consumer-goods clients, managing budgets from $150K to $900K within 2% of approvals.
- Scheduled shoots, edits, and delivery for 22 video projects, keeping agency and freelancer timelines aligned.
- Negotiated freelancer rates and scopes with producers, saving about $85K across a year without lowering quality.

Project Coordinator Aug 2020 - Mar 2022
Condé Nast, New York, NY

- Tracked editorial and branded-content schedules for six magazine sections in Asana, flagging risks before deadlines.
- Coordinated photo licensing and talent releases, ensuring assets were cleared before every publication date.
- Prepared weekly status updates for editors and sales partners, improving visibility into sponsored-content timing.

Studio Coordinator Aug 2019 - Jul 2020
R/GA, New York, NY

- Maintained the shared studio calendar and approved-asset library, helping designers and producers find final files quickly.
- Booked freelancers and tracked hours against project budgets for eight digital campaigns, flagging overruns to producers weekly.

CORE SKILLS

Creative workflow | Resource planning | Campaign production | Briefing | Workfront | Asana | Budget tracking | Stakeholder alignment | Approval workflows | Vendor and freelancer management | Timeline planning | Brand governance | Status reporting | Process improvement

CERTIFICATIONS

Certified Associate in Project Management (CAPM) | Adobe Workfront Core Fundamentals

EDUCATION

B.A. in Communications, Syracuse University, Syracuse, NY