

Piper Grosswendt

Creative Manager

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EXPERIENCE

Everlane

Senior Creative Operations Manager

June 2022 - Present • San Francisco, CA

- Brief and manage execution of diverse projects, 10+ at a time, including: outbound marketing, site creative, retail store creative assets, and special projects such as the [annual impact report](#)
- Facilitate best-in-class creative collaboration by maintaining clear communication between 7 cross-functional teams: creative, engineering, marketing, planning, production, product design, and retail
- Work hand-in-hand with creative team to execute engaging revenue-driving creative; emails from a top-performing September 2023 promotion brought in \$301,713 net revenue
- Lead all facets of retail creative production: manage \$750k retail marketing budget, serve as primary point of contact with print vendor, and troubleshoot any execution issues with retail leadership
- Identify opportunities for creative process improvements and lead optimization implementations; a recent project consolidated product copywriting processes to 1 platform from 4, streamlining collaboration
- Mentor and manage Junior Creative Project Manager, whose average workload includes 6-10 projects

Walmart Connect

Creative Producer

July 2021 - June 2022 • San Bruno, CA

- Resourced and managed production of 15-20 concurrent creative projects under Food & Beverage vertical

RH

Digital Creative Project Manager - contract

March - July 2021 • San Francisco, CA

- Drove email redesign and migration project from start to finish, encompassing 155 total emails

WeWork

Art & Graphics Project Manager

April 2019 - October 2020 • San Francisco, CA

- Produced and delivered in-house and vendor art for 70 WeWork locations, 9-22 each month
- Administered a total budget of \$4.4M and implemented strategies to increase overall savings by 36%
- Built tracker centralizing scheduling, tasks, performance analysis; system adopted by 4 global teams
- Oversaw 7 art leads: owned resourcing; brainstormed art concepts; navigated, solved production issues

Christie's

Client Management Coordinator

July 2018 - March 2019 • San Francisco, CA

- Facilitated \$30M+ in revenue through active client engagement and oversight of 100+ accounts

Skidmore, Owings and Merrill LLP

Project Coordinator

September 2017 - July 2018 • San Francisco, CA

- Drafted contracts for and managed communication with an average of 5 subcontractors per project

The Honfleur Gallery

Associate Director

February 2012 - July 2015 • Washington, DC

- Curated and produced 18 wide-ranging exhibitions for the community development nonprofit art gallery

EDUCATION

California College of the Arts

MFA, Fine Arts

2015 - 2017 • San Francisco, CA

Bowdoin College

BA, English and Visual Arts

2007 - 2011 • Brunswick, ME

SKILLS

Airtable

Adobe Creative Suite

Asana

Asset Management

Figma

Google Suite

Microsoft Office

Slack

Smartsheet

Workfront