

CHRIS SHEMZA

CREATIVE SERVICES DIRECTOR, CREATIVE OPERATIONS
MARKETING & CREATIVE PROGRAM & PROJECT MANAGEMENT

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[LinkedIn Profile](#) [Programs Portfolio \(PDF\)](#)

[Project Mgmt Website](#) [Creative Work Website](#)

PROFILE

With 26+ years of internal and external agency experience, I am a seasoned Creative Services Director. I excel in guiding creative teams, increasing efficiency, and serving as a liaison between the creative department and both internal and external clients. Skilled in Design, Operations, and Program/Project Management, I specialize in client-facing projects and have successfully completed numerous complex programs across various industries. My expertise extends to international packaging, web, and tradeshow projects, navigating marketing, digital, internet, packaging, and print industries. My skills include project planning, resource management, stakeholder collaboration, leadership, communication, and creative problem-solving. I hold a Bachelor of Business & Marketing degree, a Visual Communication program certificate, and a Six Sigma Process Improvement certificate. I am eager to contribute to a thriving organization and champion creative initiatives.

CORE COMPETENCIES

- Leadership & stakeholder management
- Complex problem-solving
- Managing creative, development teams
- Change management
- Software implementation & training
- Process improvement
- Conflict resolution
- Creative project mgmt
- Workflow optimization
- Waterfall and Agile
- Client relationship management
- AI & Tech Integration
- Resource allocation
- Data analysis
- Quality Assurance

WORK EXPERIENCE

DIRECTOR OF CREATIVE SERVICES - 6 MONTH CONTRACT

AMERICAN BOTANICAL PHARMACY, Los Angeles, CA – 2024

- Directed a comprehensive program managing 125 active products, overseeing packaging, digital asset creation, and new product launches to ensure cohesive brand representation.
- Achieved a 65% increase in error-free, on-time delivery of creative requests, packaging changes, and digital initiatives, enhancing efficiency without increasing man hours.
- Led and unified a team of internal and remote creatives and developers, fostering full team buy-in and forming a highly cohesive department.
- Managed a network of printing vendors nationwide, providing offset, flexographic, and digital printing services, ensuring high-quality production for packaging, newsletters, and print media.
- Streamlined the creative department by mapping current flow, implementing new processes, quality control approval gates, project timelines, and extending these improvements to marketing and retail deliverables.
- Established and maintained a digital asset management (DAM) system, creating a single source-of-truth library for 125 products with ongoing synchronization, change logs and automatic backups.
- Trained creative and marketing staff on project management software, new processes, and standardized operating procedures, balancing workloads and enhancing collaboration and communication within the teams.

SENIOR CREATIVE MANAGER - 9 MONTH CONTRACT

QUIDELORTHO, North American Marketing, San Diego, CA – 2022 - 2023

- Led and managed creative programs consisting of 85 concurrent projects, empowering project owners for smooth progression, focused on at-risk and late projects, team training, and tracking.
- Led corporate responsibility initiatives within North American Marketing including Sustainable Production and Waste Reduction, and DEIB (Diversity, Equity, Inclusion, and Belonging).

- Reorganized the department workflows and tripled productivity, achieving a 73% on-time project delivery rate, up from 21%. Implemented change-management techniques for enhanced efficiency and stakeholder buy-in.
- Fostered teamwork and empowered team members for excellence. Onboarded new hires and trained junior PM staff, creatives, managers and clients on project management, ticketing and proofing software.
- Coordinated print and digital deployment efforts and approval gates.
- Implemented standardized asset timelines, SOPs and workload balancing.
- Provided transparent reporting on KPIs and program progress using dashboards and data analysis and continuous process improvement support.
- Successfully rolled out new proofing software, digital asset management (DAM), backup solution and project management tools to the team to cover project needs from intake, to delivery, project close and archiving.

**INTEGRATED MARKETING PROJECT & PROCESS IMPROVEMENT MANAGER - 1 YEAR CONTRACT
PETCO HEALTH & WELLNESS COMPANY, Integrated Marketing, San Diego, CA – 2021 - 2022**

- Project managed medium to large marketing and creative initiatives from intake to delivery.
- Created a Smartsheet-based system for project intakes, evaluation, execution, and cross-team communication. Introduced intelligent timelines, capacity planning and forecasting heat maps, KPI dashboards, and automated stakeholder notifications for enhanced visibility and progress tracking.
- Guided and onboarded new creatives for print and digital initiatives. Instructed on process, evaluated work and supported the learning of new software as needed.
- Reviewed and provided feedback on design concepts, digital and printed retail mock-ups, and final deliverables to maintain high quality standards that align with brand guidelines.
- Addressed obstacles and workflow pain points across multiple marketing and creative services channels through research and interviews. Proposed and implemented process enhancements through process mapping, automations, notifications, conditional formatting, and consolidations.
- Restructured a problematic email creation processes, introduced templates and intake forms, achieved a faster, error-free workflow for efficient email campaigns.
- Utilized both waterfall and agile methodologies for efficient project execution.
- Maintained support materials, FAQs, SOPs, and training for stakeholders and new hires on Sharepoint.
- Achieved significant improvements in on-time project delivery, cross-team communication, organization.
- Enhanced communication with executives, clients, and vendors, leading to increased satisfaction and reduced turnover among employees.

CREATIVE SERVICES MANAGER - FTE 13 YEARS

GROWING NATURALS PLANT PROTEINS, Integrated Marketing, Los Angeles, CA – 2008 - 2021

- Daily management of 4 programs: Packaging Lines, Print Library, Annual cycle of International Tradeshows and Web programs to support the company's 45 products sold retail worldwide in multiple languages and online.
- Led, managed and recruited an international team of creatives, coordinated with suppliers and production partners to ensure high-quality deliverables and timely project execution.
- Structured communication and mapped workflows across advertising, marketing, creative, media, digital, and production departments. Implemented automation tools for monitoring progress and departmental goals.
- Maintained a digital assets library with all branding elements, packaging and print assets for the creative and sales teams. Quality and legal review logs and version control.
- Implemented automation tools to monitor progress, departmental goals, key milestones, and delivery schedules.
- Responsible for guiding the development of global print, web & video creative assets in multiple languages.
- Direct project management workflows, maintain creative resources libraries including photos, original infographics, videos, logos and more. Provide creative direction feedback & leadership, from concept to execution.

- Work with and receive input from the internal sales team, outside brokers, customers, operations and quality-control departments.
- Plan and execute an annual cycle of U.S. and international tradeshow booths and collateral, for small tabletop shows as well as large tradeshow booths, from concept to execution.
- Packaging designs across multiple product lines and categories and in multiple languages for current and new products, provide visuals and 3D renderings for marketing purposes.
- Website maintenance, updates and upgrades including a shopping cart for e-commerce.
- Evaluate and seek bids from print vendors for digital, offset and flexographic printing and attend press checks.
- Competitive differentiation research and presentation.
- Created print and online advertising campaigns.

EDUCATION

California State University, Northridge, CA – **B.A. Business & Marketing**

The Council for Six Sigma Certification - **Six Sigma Green Belt Certification**

University of California, Los Angeles, CA – **Design & Visual Communication**

Valley College, Los Angeles, CA – **Engineering & Applied Sciences**

PMI - Online Certification – **PMP**

CERTIFICATIONS

Smartsheet Core Product Certification

Lucidchart Diagramming Foundations

SOFTWARE PROFICIENCIES

Project Management: Proficient in all major project management packages including: Monday.com, Asana, ClickUp, Trello, Jira, Azure DevOps, Smartsheet, Microsoft Project.

Process Improvement & Mapping: LucidChart, Microsoft Vizio, Microsoft Power BI

Day-to-Day Operations: Salesforce, Microsoft Office, Teams, Google Docs, Apple iWork

Creative Design / Production: Adobe Creative Suite, Creative Cloud, Digital Asset Management

Artificial Intelligence: ChatGPT, Bard, MidJourney, A.I. tools within project management and mapping tools