

Building a Scalable Creative Team and Strategic Content Portfolio

At a glance

Hired to expand the creative team, I managed a \$600k+ budget and delivered over 770 major projects, aligning with an approximate 180% workload increase in a single year.

Key metrics

Managed a \$600k+ budget to oversee a 180% workload increase and deliver over 770 major projects, ensuring quality and strategic alignment throughout the process.



180%

workload increase



770

major projects delivered



Marketing Consulting and Leadership Coaching



makeapivot.com

CHALLENGES



The team faced significant pressure to meet rapidly growing business demands, driven by evolving marketing goals and a sharp increase in project requests. Additionally, there was a need to establish scalable processes that could support the surge in workload without sacrificing quality or strategic alignment.

SOLUTIONS



Collaborated with the CMO to strategically grow the creative team, implement cross-functional processes, and deliver impactful content, including a video portfolio and case studies to drive awareness and pipeline growth.



Regular reporting



Content and pipeline planning



Marketing goals and forecasting

BENEFITS



1

Efficiency

Increased team efficiency and output by aligning resources and workflows to accommodate growth.

2

Alignment

Strengthened strategic alignment between the creative team and overarching business objectives.

3

Sales

Delivered high-impact content that enhanced brand awareness and directly supported sales pipeline initiatives.