

# CASEY BRENNAN

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## PROFESSIONAL SUMMARY

Marketing project manager with 9 years of experience running creative production and campaign operations for consumer brands. Builds the intake systems, workflows, and planning routines that let marketing teams ship more work with less friction. PMP certified.

## EXPERIENCE

### Senior Marketing Project Manager

*Northstar Labs (consumer mobile app, 11M MAU) — Remote | Mar 2021 – Present*

- Own project operations for a 24-person marketing and creative org spanning brand, growth, paid media, lifecycle, and design; coordinate 120+ campaign and creative launches per year.
- Redesigned the creative intake and prioritization process in Asana, cutting average intake-to-kickoff time from 9 business days to 3 and reducing duplicate requests by 41%.
- Built capacity and dependency dashboards (Asana + Airtable) used in weekly planning to flag execution risks; on-time delivery rose from 71% to 93% within two quarters.
- Ran operational planning for 6 product launch campaigns and 30+ partner co-marketing activations, aligning internal teams and external agencies on timelines, ownership, and handoffs.
- Introduced Zapier automations for asset routing, status updates, and QA checklists, eliminating an estimated 25 hours per week of manual coordination across the team.

### Marketing Project Manager

*Harvest & Hale (DTC food and beverage brand) — Minneapolis, MN | Jun 2018 – Mar 2021*

- Managed end-to-end production for integrated campaigns across paid social, email, packaging, and retail, coordinating a \$4.2M annual media calendar with brand and performance teams.
- Standardized creative briefs and review workflows across 3 teams, reducing average revision rounds from 4.1 to 2.3 per asset.
- Coordinated lifecycle marketing calendar in Braze across email and push, supporting a 28% increase in repeat-purchase revenue year over year.

### Marketing Coordinator → Associate Project Manager

*Beacon Collective (marketing agency) — Minneapolis, MN | Jul 2016 – Jun 2018*

- Trafficked creative production for 8 retainer clients; maintained schedules, budgets, and status reporting across concurrent campaign workstreams.
- Promoted within 14 months after building the agency's first shared resourcing tracker, adopted across all account teams.

## SKILLS & TOOLS

Asana, Airtable, Jira, Monday.com, Zapier, Figma (review/handoff), Braze, Google Workspace, Smartsheet | Process design, capacity planning, creative production operations, campaign execution, stakeholder management, workflow automation, risk and dependency management

## EDUCATION & CERTIFICATIONS

B.S., Marketing — University of Minnesota, Carlson School of Management (2016)  
Project Management Professional (PMP), PMI (2020)