

BRIAN C. SHERRY

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Creative Operations and AI Systems Leader. I build the infrastructure that lets creative teams scale production, integrate AI without losing craft, and operate at velocities previously requiring 5–10x headcount.

CORE COMPETENCIES

- AI-Augmented Creative Production Systems
- Creative Operations & Workflow Architecture
- Agent / Automation Ecosystem Design
- Cross-Functional Team Leadership (6 to 100+)
- Budget Management & Forecasting (8-figure)
- Performance Creative Testing at Scale

PROFESSIONAL EXPERIENCE

ClickUp, San Diego / San Francisco, CA.

Head of Creative Operations, May 2021 – Present

AI-Powered Creative Systems (Feb 2025 – Present)

Architected and deployed an AI-augmented creative production system that transformed a lean team into an output machine.

Meta Ad Building Agent — built an AI agent using Cursor, Figma, custom scripting, that produces unique ad creative at full catalog scale:

- Generated an initial set of 1,600 unique content ads — one tailored to each of 1,600 individual items — rendered across 42 distinct visual formats
- Produces format and design variations for A/B testing, expanding the library to 3,200 unique ads
- In constant production use as the team's standing ad-generation system

AI Video Production — produced 90 PIP software demo video variations in a single 4-hour window using HeyGen, Cursor, ffmpeg automation, and custom scripting. Time compression factor: ~160x faster than traditional video team output.

Agentic Ecosystem — built and deployed 12+ custom AI agents forming an autonomous operational layer for creative ops — intake routing, budget monitoring, brief generation, standup reporting, asset cataloging, and task management. Estimated 15–20+ hours/week saved across the network.

Mograph Activation Creative — pioneered an HTML animation + Cursor-generated motion graphics workflow that collapsed the designer-to-animator-to-reviewer chain into a single operator. Produced creative for 8 behavioral audience segments; AI-produced video achieved a 54.7% activation rate among engagers (+18% vs. control), powering the highest-performing in-app campaign to date.

Creative Toolkit — built a suite of self-serve HTML tools (GIF converter, image resizer, video compressor) embedded directly in the workspace — all client-side, no backend required.

Bottom line: *the team lost ~22% of headcount in a RIF and proceeded to produce more creative output than ever before, with higher win rates and faster turnaround, entirely through AI integration into every workflow.*

Scaling Creative Operations & Campaign Leadership (May 2021 – Present)

- Led ClickUp's inaugural Super Bowl campaign, overseeing cross-functional collaboration across creative, growth marketing, and executive stakeholders
- Managed an 8-figure OOH advertising budget, for an 11 market campaign from procurement to delivery. Totaling more than 1100 different placements.
- Co-founded the Solutions Marketing testing squad — owned creative hypotheses and weekly test-and-learning rollups across six creative formats and five distribution surfaces
- In partnership with the CCO, grew the internal agency from 6 to 100+ people, twice — through growth and post-RIF rebuilds
- Led execution of LevelUp, ClickUp's annual productivity conference, building the event operating system: categorized workstreams, linked milestone dependencies, a master control dashboard, and a minute-level run of show across 14 cross-functional owners
- Won First Place in ClickUp's company-wide Replit Vibe Coding hackathon for a contextual AI system connecting ClickUp, Google Calendar, Home Assistant/Alexa, and Apple Health into automated daily routines with voice control, meeting prep, and task creation
- Spearheaded international marketing expansion by operationalizing localization workflows across key global regions
- Led a systematic cleanup of ClickUp's own workspace hierarchy: 8,000 lists analyzed, classification system built, 400+ archived

Just Global, Emeryville, CA.

Associate Director, Creative Operations, August 2020 – May 2021

- Managed the creative team's quarterly and annual budgets, partnering with CFO and finance to increase forecasting accuracy by 300%
- Established a new end-to-end project intake, production, and delivery process, gaining agency-wide adoption
- Led the global integration of creative departments across AMR, EMEA, and APAC post-merger
- Procured and onboarded the creative team onto productivity platforms — project management, timekeeping, reporting, and design tools — lowering cost and increasing productivity

Mixpanel, San Francisco, CA.

Sr. Creative Producer & Marketing Project Manager, Creative Studio, July 2019 – May 2020

- Established a new creative production process that increased creative asset output by 73% QoQ
- Produced Mixpanel's first-ever brand campaign, which saw a 74% lift in brand awareness
- Project managed Impacts and Conversions campaigns: 275% increase in MQLs over established goal
- Created and owned a previously nonexistent yearly marketing roadmap; gained executive buy-in and served as PM and Producer on each project
- Spearheaded a 5-month website rebrand including all outbound emails, decks, white papers, and landing pages

Apple Inc. via Hogarth Worldwide, Cupertino, CA.

Program Manager, Cross-Functional Producer, Today at Apple, April 2018 – July 2019

- Led the cross-functional production team for eight new music-based educational sessions for Apple Global Retail Marketing, deployed across 500 stores, 30 countries, and 17 languages
- Lead Producer for Global Retail Marketing assets across Social, SEO, MAUs, OOH, Video Wall, Shazam, Podcasts, and Retail
- Lead Program Manager for all Global Retail Marketing assets, including classified projects
- Defined project management templates, timelines, naming conventions, and asset standards for the Today at Apple team

Immersion Corporation, San Jose, CA.

Manager, Creative & Content Operations, Jan. 2015 – Dec. 2017

- Led an award-winning creative team designing haptic advertisements, mobile games, and production tools across console gaming, chat applications, VR/AR, and 360 video
- Launched first-ever haptic movie trailers, chat stickers, and advertising campaigns; contributed multiple patent proposals to the IP portfolio
- Created industry-leading creative standards and quality control protocols ensuring a consistent experience across a broad range of devices

Bleacher Report / Turner Broadcasting, San Francisco, CA.

Video Production Manager / Sr. Custom Content Producer, Jan. 2011 – Jan. 2015

- Managed the San Francisco production office of 20 in-house editors, shooters, and producers; grew the video department from 5 to over 80 employees
- Led an analytics-based strategy that grew video streams from 30,000 to over 224 million in three years, producing content for Bleacher Report, CNN, Fox Sports, ESPN, HLN, and Comcast Sports
- Optimized department cost structure by negotiating contracts and rates for production crew and talent, establishing budgets and tracking expenses for West Coast productions

EDUCATION

San Francisco State University, San Francisco, CA.

Bachelor of Arts, Broadcast & Electronic Communication Arts; Minor in Visual Anthropology

AI TOOLS & PRODUCTION STACK

AI & agents: Claude / Claude Code, ClickUp Brain & Super Agents, Cursor, Codex, Replit

Generative media: HeyGen (+ Hyperframes), Midjourney, Runway, Veo 3, Genie 3, ElevenLabs, Opus Clip, Nano Banana

Automation, data & orchestration: n8n, MCP (Figma, Apify), ClickUp API, Meta API, Amplitude, Tableau, ffmpeg pipelines, custom scripting

Design & production: Adobe Creative Suite (After Effects, Photoshop, InDesign, Premiere), Figma (+ Figma MCP), Remotion

Platforms & delivery: ClickUp, AdManage, Chameleon, Netlify, Frame.io