

SEAN BRYSON, PMP

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PROFILE

A Project Management Professional with 20 years of experience managing healthcare and non-healthcare projects across multiple channels and disciplines - interactive (websites, mobile apps, email marketing, and social media), print production (branding, DM, POS), experiential marketing installations, and video production.

CERTIFICATIONS

- Project Management Professional (PMP)®
- [PMP DIGITAL BADGE](#)

HARD & SOFT SKILLS

- Firsthand experience with project management software; Smartsheet, ClickUp, Workamajig, Microsoft Project, Jira
- Strength in managing multiple schedules and deadlines
- Flexible and adaptable in a modern working environment
- Thrives in a high-performing cross-functional team
- A solutions finder - able to identify issues and fulfill requirements using external/third part suppliers as needed
- Proficient in Adobe Creative Suite, WordPress, Microsoft Office
- Fluent in scripting languages HTML and CSS

EXPERIENCE

PROJECT MANAGER - 2021 to 2022

Brightworks Interactive Marketing

A full-service agency specializing in digital marketing and advertising with offices in Toronto and New York.

- Contract position managing a wide range of project including responsive web design, email and social campaigns, and print for AstraZeneca (IMFINZI durvalumab), and BeiGene Canada (Brukinsa)

PROJECT MANAGER - 2021

Performance Art

Performance Art is a multinational specialist agency that brings together the powers of data, technology and creativity to build brands.

- Contract position supporting US and Canadian teams for LYFT Inc., Veterans United Home Loans, and BMW Canada
- Project: [Veterans United Home Loans - #ThanksToVeterans - Home Giveaway](#)

DIGITAL PROJECT MANAGER - 2021

Cundari

Canada's most globally awarded independent agency.

- Contract position supporting the execution of digital projects for Mott's Clamato Caesar, Canada Dry, and Bai Canada

PROJECT MANAGER - 2020

Healthwise Creative Resource Group

Healthwise CRG is a Toronto-based full-service communications agency dedicated exclusively to healthcare.

- Proactively implemented company-wide digital guidelines resulting in expanded digital efficiency and increased revenue opportunities
- Spearheaded the development of digital marketing templates with cross-functional collaboration - digital checklists, digital workback schedules, scorecards, project briefs
- Experience working with PAAB, the customer advisory board/pre-clearance service - recognized by Health Canada for advertising directed to healthcare professionals
- Experience with cloud-based customer relationship management systems (Veeva CRM)
- Clients: AstraZeneca, Allergan, Eisai, Vista Eye Centre

PROJECT MANAGER - 2015 to 2019

Americana Music Publishing / Dept.9 Music Inc.

Autumn Productions - Film Production Company

Autumn VR - Virtual Reality Gaming, 360° Storytelling

- Oversaw all aspects (Developers - mobile app, gaming, and web, songwriting and voice-over talent, video and commercial production, print production suppliers) - of multiple interactive and print projects for Edmonton based Americana Music Publishing and subsidiaries
- Decreased production costs by:
 - Creating all corporate websites (front-end and back-end development, sitemaps, wireframes)
 - Developing branding for AMP and Dept.9 Music
 - Creating all company social media outlets including YouTube channels and Facebook ads
 - Managing content for all company social media outlets and websites
- Provided music supervision and music placement - licensing for film and television
- Project: [Paranormal Activity: The Lost Soul video game](#)
- Project: [Jesus VR - The Story of Christ in 360°](#)

DIGITAL PROJECT MANAGER - 2015

Anderson DDB Health & Lifestyle

One of Canada's leading, full-service, health and lifestyle agencies.

- Proactively implemented digital standards and procedures guidelines for the Toronto office, leveraging best practices from team resources
- Point person on training new hires, interns, and external suppliers on new digital standards and procedures guidelines
- Managed multiple projects utilizing internal resources; to manage resource overloads, timelines, and to ensure project successes, external resources and suppliers were utilized when needed
- Proactive in developing new relationships with external suppliers to save on production costs
- Clients: GSK U.S. (Benlysta), GSK Global, Toronto Transit Commission, Amarin U.S. (Vascepa)

PROJECT MANAGER - 2014 to 2015

Kenna Toronto

A marketing solutions provider, offering innovative technology solutions, hosted CRM solutions, digital, media and social capabilities.

- Hired on a short-term contract to manage and deliver a range of digital projects
- Proactive in implementing new digital planning process
- Clients: Mercedes-Benz, Four Seasons, Dr. Oetker, SONOS

SENIOR PROJECT MANAGER - 2012 to 2014

Inventiv Health / GSW Worldwide

One of Canada's largest communications firm specializing exclusively in health care.

- Implemented digital standards and procedures guide for Montreal office
- Procurement of new external suppliers for video production and web development that improved project efficiency and created future business
- Troubleshooting - Identified and resolved issues in regard to:
 - International shipping - customs clearance of digital hardware to the U.S.
 - Brand ambassador talent for Canadian healthcare conferences (Booking talent, costumes, accommodations, flights)
 - Canadian production team logistics for U.S. client corporate video shoots (Planning, production, and post-production)
- Managed multiple projects, simultaneous, across several teams - utilizing internal and external resources and suppliers
- Clients: Kimberly Clark (U.S.), Shire, Pfizer, Valeant Canada, Seattle Genetics, Gilead, Takeda, Janssen, Amgen, Biogen

PROJECT LEADER, DIGITAL SERVICES - 2007 to 2012

Trojanone / The T1 Agency

A Toronto-based brand engagement agency.

- Proactive in bringing digital advertising, web development, and video production in-house, creating a separate department, which resulted in increased revenue streams
- Oversaw a team of 5 including web developers, designers, and video production
- Clients: Canadian Tire, RBC, Hudson's Bay, Mattel, Speed Skating Canada, NIKE, OLG, ParticipAction

