

SEAN BRYSON

Project Management Professional (PMP, ACP)

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PROFESSIONAL SUMMARY

Results-driven Project Management Professional (PMP, PMI-ACP) with 15 years delivering integrated digital campaigns, omnichannel marketing initiatives, and regulatory-compliant content for agency and enterprise clients. Proven at owning end-to-end delivery across agency and enterprise environments—coordinating cross-functional creative, technology, and compliance teams through complex review cycles and multi-platform launches. Recognized for calm, decisive leadership in high-pressure situations, with expertise spanning product roadmap development, backlog prioritization, stakeholder management, and execution. Skilled in scope management, vendor negotiation, resource allocation, and driving process improvements across pharmaceutical, financial services, and consumer brands.

EXPERIENCE

Fairbrother Designs/Pol Desmet Antiques – Round Top, TX (Contract) | 2025

Expert buyers, consultants and restoration specialists in European art and antiques.

Project Manager & Event Logistics

- Managed end-to-end logistics operations for the [Fall 2025 Round Top Antiques Show](#), a top North American event drawing 100K+ visitors across four weeks.
- Coordinated cross-functional vendor partnerships, including customs clearance, international freight, warehousing, and transport scheduling across multiple service providers.
- Negotiated with multiple freight carriers, reducing transport and handling costs by ~10–12%.
- Tracked cost, schedule, and risk across multiple service providers, negotiating contracts and mitigating delivery risks in real time.

Diamond Marketing Group – Toronto, ON (Contract) | 2024–2025

Product Manager | Enterprise Digital Portfolio & Stakeholder Management

- Managed and delivered 10+ production releases across TD's digital portfolio, coordinating UX, technology, and business stakeholders while tracking scope, schedule, risks, and dependencies.
- Led vendor and partner teams on DAM and API integrations, DDL migrations, and platform transitions, ensuring data integrity, risk mitigation, and documented outcomes.
- Conducted risk assessments and developed risk mitigation plans, reducing post-launch critical defects by ~10% through structured QA protocols and risk management frameworks.
- Facilitated cross-functional working sessions and stakeholder reviews with clear objectives, decisions, and action tracking.
- Led the delivery of [The TD Aeroplan 10th Anniversary Contest](#), which generated over 121,000 qualified entries in just 10 days, driving average daily site traffic of 12,499 visitors.
- Owned end-to-end accountability for delivery quality, timelines, and stakeholder satisfaction.

Freelance Project Management – Halifax, NS / Toronto, ON | 2022–2024

Multi-Channel Digital & Print Production

Client Portfolio: Apollo HVAC (Halifax, NS) • IG Wealth Management (Burlington, ON) • AI Nexus Healthcare (U.S.) • Paquin Entertainment Group (Toronto, ON) • JD Fortune Rocks INXS • Enlightened Management (Glass Tiger, Monowhales, Matt Dusk)

- Owned end-to-end digital project delivery using hybrid Agile methodologies, overseeing requirements definition, backlog grooming, sprint planning, QA/UAT, vendor management, and structured content production workflows across copy, visual, and video assets, including evaluation of secure remote payment solutions.
- Increased Apollo HVAC's lead-generation pipeline by ~10-12% through integrated omnichannel marketing strategy and marketing automation, including SEO optimization, content workflow management, and conversion optimization across web properties.
- Led end-to-end production of HVAC product kits, overseeing packaging design, print production, quality checks, and manufacturing with suppliers in Jiangxi Province, China.
- Managed the design, print production, and installation of service-vehicle wraps, managing vendors and installers to maintain brand consistency.

Agency Freelance Project Management

FleishmanHillard Highroad | 2022 | (Remote Contract)

Project Manager | Integrated Campaign Delivery, Web, Social, Experiential Project Delivery

- Led integrated digital, print (OOH, large format), motion, social, and experiential work-streams across agriculture, financial services, and U.S. nonprofit campaigns, managing resource allocation and stakeholder management for [Capital One](#), Corteva Agriscience, and the National Pork Board.
- Delivered projects within scope while reducing timeline variance by ~15% through enhanced cross-team workflows, milestone tracking, and proactive issue escalation.
- Identified and implemented process updates, improving approval and QA velocity by ~10% (introducing lean PM processes, optimizing brief-to-launch cycles, and tightening compliance review protocols across U.S./Canadian regulatory teams).

Brightworks Interactive Marketing | 2021-2022 | (Remote Contract)

Project Manager | Multi-Channel Digital Marketing & Campaign Delivery

- Led multi-site redesigns, migrations, and omnichannel marketing workstreams (CRM, email, social, display, HCP) for oncology and pharma brands using CMS platforms and API integrations (AstraZeneca, BeiGene Canada).
- Achieved ~15% faster deployment timelines through optimized workflows, structured UAT cycles, and improved development handoff protocols.
- Increased campaign accuracy by ~12% through enhanced QA frameworks, risk mitigation planning, and cross-functional coordination.

Performance Art | 2021 | (Remote Contract)

Project Manager | Multi-Channel Campaign Coordination & CRM Optimization

- Delivered multi-channel campaigns for BMW Canada, LYFT, and Veterans United Home Loans, managing cross-functional teams across Canada and the U.S., and concurrent work-streams across automotive, mobility, and financial verticals.
- Oversaw dynamic content builds, CMS requirements, marketing automation platforms, QA, tagging, compliance, and asset deployment, supporting personalized CRM workflows with conversion optimization that lifted engagement metrics and reduced time-to-launch by ~10-15%.
- Drove high-impact campaign delivery for the [Veterans United Home Loans Home Giveaway](#), coordinating creative, UX, development, and analytics while also managing the production and trafficking of online ads and social media buys.

Full-Time Agency Project Management

Healthwise Creative Resource Group – Toronto, ON | 2020-2021

Project Manager | Integrated Pharma Campaigns & Regulatory Approval Processes

- Served as primary lead for integrated pharma campaigns, coordinating marketing, medical, regulatory, and compliance stakeholders throughout PAAB/MLR review cycles.
- Established agency-wide digital process frameworks and best-practice guides, improving onboarding and cross-team collaboration.
- Delivered training and onboarding to internal teams on digital processes and regulatory workflows.
- Coordinated internal and external stakeholders to maintain timeline adherence and quality standards across creative and regulatory reviews.

Dept.9 Studios – Toronto, ON | 2015-2019

Integrated Project Manager + Account Manager + Creative/Web Lead

- Cut third-party spend by 45–60% by bringing branding, video, web, and creative capabilities in-house, enabling faster sprints, tighter creative control, and significantly improved asset quality.
- Delivered 40% cost reduction across digital/video projects by building an in-house creative operations framework, sourcing technical partners, and establishing scalable vendor rosters.
- Managed stakeholder relationships and project portfolios, balancing multiple client workstreams and ensuring consistent delivery quality.

Anderson DDB Health & Lifestyle – Toronto, ON | 2015

Digital Project Manager | Process Improvement & QA Optimization

- Instituted agency-wide digital process that improved onboarding and streamlined delivery for new and existing employees.

- Reduced MLRC review times by ~8–10% by redesigning digital workflow documentation, and approval checklists. Improved QA workflows with structured test plans, bug-tracking protocols, and pre-MLRC validation that cut pre-launch defects by ~15%.
- Clients: Amarin, GSK, Janssen, AstraZeneca, Valeant Canada, Biogen, Avanos Medical.

GSW Worldwide/inVentiv Health – Montreal, QC & Toronto, ON | 2012-2014

Senior Project Manager | Multi-Platform Healthcare Campaigns & Regulatory Compliance

- Successfully delivered multi-platform pharma digital campaigns, U.S. healthcare contests and promotional programs with full regulatory compliance for clients such as AstraZeneca, Johnson & Johnson, Takeda, Pfizer, Gilead, Kimberly-Clark, and Amgen.
- Served as the key liaison between marketing, medical, and regulatory teams to guide content through the PAAB/MLR review and approval process, ensuring full regulatory compliance and timely launch.

HARD & SOFT SKILLS

Project Leadership & Delivery: End-to-End Agile/Hybrid Delivery • Cross-Functional Team Coordination • Stakeholder & Vendor Management • Budget Tracking & Resource Allocation • Risk Mitigation & Issue Resolution • Process Improvement & Workflow Optimization.

Campaign & Production Management: Integrated Campaign Delivery (Digital, Print, Experiential) • Regulatory Compliance (PAAB/MLR) • Print Production & Quality Control • Event Logistics Coordination • Creative Asset Management & Trafficking.

Digital Platforms & Technology: CMS Platforms (WordPress, Drupal, Shopify) • Marketing Automation (HubSpot, Salesforce) • Digital Asset Management (DAM) • API Integrations • Platform Migrations & Data Integrity.

Marketing & Analytics: Omnichannel Marketing Execution • Paid Media Coordination (Google Ads, Meta Ads) • Performance Analytics (Google Analytics, Adobe Analytics) • A/B Testing & Conversion Optimization • SEO Strategy.

PM Tools & Systems: Monday.com • Jira • Asana • MS Project • Smartsheet • Workamajig • Slack • Google Workspace.

CERTIFICATIONS

- **Project Management Professional (PMP):** [Credly Digital Badge](#)
- **PMI Agile Certified Practitioner (PMI-ACP):** [Credly Digital Badge](#)