

JENNIFER HEFFERNAN BROWN

Director of Creative Operations, Creative Producer

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Professional Summary

Creative operations leader with 15+ years building the systems that enable exceptional creative work. I partner with founders and executive teams to translate ambitious ideas into scalable execution by aligning people, processes, and financial strategy. My experience spans creative agencies, technology companies, and luxury design, leading cross-functional organizations across marketing, brand, architecture, interior design, and production.

Career Highlights

- 15+ years building the operational systems behind award-winning creative work.
- Managed a portfolio of complex creative projects ranging from \$500K–\$2.5M across marketing, experiential, architecture, interiors, and digital.
- Directed global initiatives across 15+ countries for brands including Levi's, Dropbox, Eventbrite, Strava, and Stitch Fix.
- Scaled from pilot to \$2M+ program, with \$2.85M GTV generated, 684 creators reactivated and 15% increase in creator earnings while at Eventbrite.
- 50% leaner organization while maintaining a ~\$1.8M business through operational strategy, forecasting, and resource planning while leading at Chroma.

Core Expertise

Creative Production • Creative Operations • Program Management • Cross-functional Leadership • Production Strategy • Operational Excellence • Scalable Workflows • Resource Management • Project Planning • Executive Stakeholder Management • Strategic Oversight • Design Delivery

Experience

CHROMA | Director of Design Operations | 2024–Present

Responsible for the operational strategy, delivery systems, financial planning, and organizational infrastructure supporting a nationally recognized luxury design studio.

- Helped lead an operational and financial turnaround by implementing forecasting, resource planning, and cash management practices that grew the operational runway by 4x while supporting the firm's restructuring.
- Increased team utilization by 15% through strategic capacity planning, resource forecasting, and operational process improvements.
- Developed executive forecasting models, staffing plans, profitability reporting, and project health dashboards.

- Partnered with ownership on organizational design, delegation strategy, and operational improvements.
- Led cross-functional teams across architects, designers, consultants, contractors, and vendors.

EVENTBRITE | Executive Producer | 2023–2024

Directed one of Eventbrite's largest strategic community initiatives, scaling RECONVENE into a multi-year global platform supporting creators through education, grants, live experiences, and digital content.

- Scaled a pilot creator initiative into a \$2M+ multi-year program, driving \$2.85M in GTV, reactivating 684 dormant creators, and increasing creator earnings by 15%.
- Built a 300+ member creator community and launched a Creator Accelerator, awarding \$20K grants to five creators, generating 30,000 community votes and 7M earned media impressions.
- Produced creator marketing programs including a quarterly livestream series with 200K+ live/on-demand views and marquee events reaching 60K+ viewers worldwide.
- Managed complex cross-functional initiatives involving Marketing, Community, Creative, Product, Finance, and Executive Leadership.
- Built operational systems supporting five interconnected workstreams while managing budgets, timelines, staffing, and executive communications.

IMPRINT PROJECTS | Executive Producer & Senior Producer | 2019–2023

Served within a multidisciplinary creative agency, directing cross-functional teams and managing enterprise client portfolios valued up to \$2M. Led strategic brand, digital, experiential, and content initiatives for Fortune 500 clients while partnering with agency leadership to improve delivery, resource planning, forecasting, and organizational performance.

- Led operational delivery for integrated brand programs across digital, experiential, retail, content, community, and research for Levi's, Dropbox, Eventbrite, Strava, Stitch Fix, and Imperfect Foods.
- Managed complex, cross-functional initiatives spanning 15+ countries, aligning executive stakeholders, creative teams, production partners, and external vendors from concept through launch.
- Built scalable production systems that enabled global campaigns, virtual experiences, consumer research, and product launches while balancing budgets, timelines, staffing, and quality.
- Delivered measurable business impact through programs that generated 3M+ YouTube views, 29% community engagement, and engaged 25,000 participants across 8 countries.

PRIMD MARKETING | Co-Founder, Creative Producer & Account Director | 2014–2018

Co-founded a boutique brand strategy consultancy serving more than 80 B2B companies, scaling the business from freelance practice into a multi-disciplinary creative studio.