SHEREE DANIELLE JOHNSON

Marketing · Creative Operations · Project Management

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LinkedIn · Portfolio · Glasshouse Creative

PROFESSIONAL SUMMARY

Marketing and creative operations leader with 10+ years turning ambitious ideas into work that ships — on time, on budget, and on brand. The connective tissue between creative teams and the cross-functional partners counting on them: owns intake end to end, translates incomplete or fast-moving inputs into clear direction and executable plans, then builds the systems and calm that let talented people do their best work. Manages a team of eight plus agency and freelance partners, with full ownership of budgets, timelines, and vendor negotiation. Founder of a Napa Valley creative agency directing photo, video, web, and campaign work — creative taste paired with the operational discipline to get beautiful work out the door.

CAREER HIGHLIGHTS

- **100% on-time, on-budget delivery** across a 50+ client portfolio spanning creative, web, ecommerce, email, and paid media.
- **30% productivity lift and 25% faster turnaround** from intake, briefing, and approval workflows built from the ground up in Asana.
- **Led an agency merger** end to end — unifying two teams onto shared standards and cutting tool spend 20%.
- **Built AI-powered capacity and KPI reporting** adopted by executive leadership for planning and forecasting.
- **Directly manages a team of 8** across creative, web, and technical roles — hiring, developing, and resourcing talent.
- **A decade of event and campaign production** across BottleRock, the Napa Valley Film Festival, brand activations, and integrated multi-channel programs.

CORE COMPETENCIES

Creative Operations Leadership · Project & Program Management · Marketing & Campaign Delivery · Creative Intake & Briefing · Capacity Planning & Resourcing · Team Leadership & Development · Process Design & Change Management · Budget & Vendor Management · Digital & CRM Marketing · Brand & Creative Direction · Cross-Functional Leadership · Asana & Wrike (Platform Expert) · AI-Powered Workflows

PROFESSIONAL EXPERIENCE

Founder & Creative Producer | Glasshouse Creative · Napa Valley *July 2026 – Present*

- Founded and runs a creative agency serving premium consumer and lifestyle brands through a hand-picked collective of designers, developers, photographers, and videographers.
- Sets creative direction across photo and video production, web design, and integrated digital campaigns — leading concepting, art direction on set, and brand consistency through delivery.
- Owns client intake, scoping, budgets, and production schedules as the single point of accountability from kickoff to final asset.

Creative Operations Director | Colangelo & Partners · *role eliminated in agency restructuring* *Oct 2025 – June 2026*

- Served as the operational connective tissue between creative and cross-functional partners, owning the path from brief to on-time delivery.
- Directly managed a team of 8 across creative, web, and technical roles plus agency and freelance partners; owned budgets, timelines, and vendor negotiations.
- Established intake, briefing, and quality standards; led creative production across video, motion, digital, web, and social.
- Pioneered AI-assisted reporting and workflow tools, partnering with leadership to evolve process as the organization scaled.

Merger Integration Project Manager | WineGlass Marketing → Colangelo & Partners *July 2025 – Sept 2025*

- Led an agency merger, consolidating 14+ years of business-critical data and unifying two teams onto scalable processes and shared standards.
- Rebuilt estimating, time-tracking, and role-definition frameworks, then delivered the training that sustained adoption.
- Conducted a systems audit that consolidated tools for 20% cost savings.

Creative Project Manager & Wrike Expert | Trinchero Family Wine & Spirits *Jan 2021 – July 2025*

- Owned creative and production intake across a multi-brand portfolio as Wrike platform expert — the central point of entry for all creative and marketing requests.
- Built master templates, intake forms, briefing standards, and capacity systems that reduced last-minute requests and protected designer time.
- Pioneered AI-powered workload reporting adopted by leadership for resourcing and forecasting decisions.
- Coordinated across trade marketing, IT, web development, and vendors to deliver integrated, multi-channel work spanning digital, print, trade, and POS.

Marketing Project Manager | WineGlass Marketing *Dec 2018 – Jan 2021*

- Managed creative, web, ecommerce, email, and paid-media projects across a 50+ client portfolio — 100% on-time and on-budget.
- Built the Asana workflow systems and SOPs behind a 30% productivity lift and 25% faster turnaround.
- Owned budgets, billing, and vendor and freelance management.

Customer Experience Project Manager | Treasury Wine Estates *Nov 2016 – Dec 2018*

- Led an enterprise-wide digital platform implementation across cross-functional teams, improving efficiency 15%.
- Built training and documentation that standardized quality and drove adoption.

Wholesale Operations Coordinator | Silver Oak Vineyards *Oct 2015 – Nov 2016*

- Managed wholesale accounts, fulfillment, and premium service for a luxury wine brand.

Event Marketing Manager | Ca' Momi Napa Valley *Mar 2015 – Oct 2015*

- Produced brand activations, festival partnerships, and premium events — vendors, permits, staffing, budgets, and multi-day logistics.

COMMUNITY LEADERSHIP

Board Liaison & Marketing Strategist | Napa State Hospital Volunteer Community Advisory Board *Aug 2020 – Present*

- Leads digital presence for a 501(c)(3) serving 1,200+ patients; built the website and secured Google for Nonprofits and PayPal partnerships.

SKILLS & TOOLS

Operations & PM: Asana, Wrike (platform expert), Trello, Harvest; capacity planning, budgets, SOWs, estimating frameworks

Creative: Adobe Creative Suite, Figma, Canva; photo and video production, art direction, web design, brand standards governance

Digital & Marketing: Klaviyo, Commerce7, WordPress, Google Ads, Meta, Google Analytics; light HTML/CSS

Leadership: Team of 8; hiring, onboarding and development; agency and vendor management; change management; AI-assisted reporting