

SPENCER WICHMAN

Creative Services Traffic Lead: steering cross-functional teams, designing workflows that scale and reporting results that keep leadership aligned.

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SUMMARY

Marketing operations leader with 6+ years of experience working with creative teams, partnering with designers and copywriters to generate high-volume work, and 4+ years running creative traffic, resource allocation and workflow systems in a regulated health care and insurance environment. Workfront subject-matter expert and super user who designs the queues, templates and dashboards a high-output marketing organization runs on. Steer alignment across Growth, Member Communications, Clinical, Shared Services and Creative Services through recurring standups. Own outcomes from intake through delivery and mentor the team on project management and collaboration software.

PROFESSIONAL EXPERIENCE

Marketing and Brand Specialist (Creative Traffic Coordinator), G.E.H.A

May 2022 – Present

Functional focus: Traffic management, resource allocation and process optimization

- Serve as G.E.H.A marketing's Workfront subject-matter expert, architecting the request-and-approval system (dedicated queues, 20+ intake forms, 25+ templates) that scopes, schedules and resources 1,300+ requests systemwide. Personally oversee 700+ of those projects from intake through delivery, assigning personnel and resources as each converts to an active project.
- Lead twice-weekly cross-functional standups with 35+ stakeholders, surfacing blockers early and driving a 30% reduction in late tasks since 2023.
- Own proofing review cycles for projects I oversee, designing an approval dashboard that helps reviewers manage 700+ review cycles a year accurately, on schedule and to a consistent quality standard.
- Mentor teammates on Workfront and Miro, building a 15+ video training library for new-hire onboarding that cuts ramp-up time and standardizes team workflows.
- Identify process optimization opportunities across Growth, Member Communications, Clinical and Shared Services, building 400+ reports and 40+ dashboards (58,000+ views) that give leadership self-service visibility into status, workload and performance.
- Go-to consultant for department leaders and the Creative Director, translating ambiguous asks into scoped, trackable Workfront requests, which has me trusted org-wide as a process and platform expert.
- Protect team bandwidth by leading prioritization sessions with leadership to resequence high-volume queues, and partnering with requesters to renegotiate deadlines into timelines both sides can support.

EARLIER EXPERIENCE

Marketing Communications Designer, G.E.H.A

March 2019 – May 2022

- Designed on-brand marketing collateral and campaign assets for G.E.H.A's marketing team, partnering with copywriters and strategists under tight deadlines.

Graphic Designer, Seedlogic

June 2017 – March 2019

- Delivered branded marketing designs for client campaigns in partnership with account and strategy teams.

EDUCATION

Bachelor of Fine Arts (BFA) in Visual Communication, Kansas State University

CORE COMPETENCIES

Leadership and Mentorship: Cross-functional standup facilitation, peer mentorship and new-hire training, stakeholder steering, accountability for team output

Workflow and Process Design: Workfront super user and consultant, process mapping and optimization, resource allocation, intake and queue architecture, template systems

Reporting and Communication: Custom dashboards and KPI reporting, proofing workflow design, stakeholder alignment across creative and business teams

SOFTWARE AND PLATFORMS

Workfront (Super User) • Adobe Creative Cloud • Microsoft Office • Microsoft Teams