

CHRISTINE REILLY

Global Creative Production + AI Leader

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PROFILE

Global creative tech and operations lead specializing in the intersection of physical production and AI architecture. Expert at building repeatable workflows and scalable systems that elevate high-quality output across complex hybrid productions. Known for driving creative excellence and operational improvement with a strategic approach. I lead with empathy, act with clarity, and deliver with trust.

EXPERIENCE

WAYFAIR

Global Creative Production Manager Feb 2023 – Present

Sr. Brand Producer, Joss & Main Jan 2021 – Jan 2023

Lead integrated production strategy and execution across photo, video, and AI-first workflows, overseeing GTM initiatives, video campaigns, and brand partnerships for Wayfair and its specialty/luxury portfolio: AllModern, Birch Lane, Joss & Main, and Perigold. Central partner to creative, visual AI, and marketing teams, synchronizing cross-functional roadmaps and project lifecycles from concept through multi-platform delivery.

- Drive LLC-wide Gen AI production strategy and architecture to unify production workflows, ensuring consistent, efficient, and scalable AI integration.
- Co-build budget and analytics systems to manage multi-million dollar spend, improving fiscal visibility and strategic resource allocation.
- Optimize production and GTM strategies, operating models, and logistics to boost efficiency, budgets, and ROI.
- Design and implement standardized production systems adopted across the Wayfair LLC brand portfolio.
- Champion a collaborative culture by clarifying processes and building frameworks that bridge team silos.

GVO

Founder & Executive Producer Aug 2019 – Present

Full-service creative production (photo, video, brand storytelling) for CPG, retail, and entertainment clients. Key partners: Trader Joe's, Devils River Whiskey x Dave Bautista, XFL, Hearst, LifeWear, Prism Health, GreenScreens, 10Ten Media, Nom Wah Tea Parlor x Adam Lucas, and This Old House.

WWE

Photo Director, Digital & Social Media Feb 2012 – Aug 2019

Photography Director, Print & Digital Magazines Feb 2007 – Feb 2012

Directed the creative and operational direction of WWE's global photo ecosystem, supporting the brand reaching over 1B followers. Led talent-driven content from concept and content planning through final delivery, providing creative production leadership, editorial storytelling, and visual standards to shape the company's global identity.

- Established company-wide photo standards, elevating brand consistency across digital, social, print, and broadcast.
- Built DAM structure and metadata systems that improved asset searchability, workflow, and cross-team alignment.
- Photo lead for the flagship WWE App (18M downloads) and the launch of WWE Network's streaming platform.
- Led teams of creatives, editors, and production staff while ensuring seamless operations across departments.

EMAP

Photography Director Oct 2005 – Dec 2006

Photo Editor Apr 2005 – Oct 2005

Produced and art directed cover, feature, and still-life photography for the U.S. edition of FHM magazine, leading visual storytelling across entertainment, fashion, health, and sports. Primary partner to editorial leadership and talent PR, overseeing concept development through production execution.

- Managed photo and video productions, including planning, on-set art direction, and post-production delivery.
- Directed talent interviews and BTS video content, extending brand reach across digital and PR channels.
- Managed production budgets, licensing negotiations, and post-production workflows.

SELECTED CREDITS & INDUSTRY LEADERSHIP

Certification & Leadership

Google Cloud: Generative AI Leader | Certification

The One Club for Creativity: ADC 97th Annual Awards Juror & Presenter | WAATBP Portfolio Reviewer | Creative Leadership Retreat

Rochester Institute of Technology (RIT): Guest Professional (Production Class) | Portfolio Reviewer

Society of Publication Designers (SPD): SPD 61 Juror | Mentor | Portfolio Reviewer

Wayfair Mentorship Program: Mentor

Focus on Women: Portfolio Reviewer

Summit Workshops: Guest Speaker

Creative & Editorial Projects

Beastie Boys Book (Spiegel & Grau, NYT Bestseller) — Contributing Photographer

Everybody Loves Our Town: An Oral History of Grunge (Time, Book of the Year) — Photo Research and Editing

Awesome; I Shot That! (Oscilloscope/THINKFilm, Sundance) — Principal Camera Operator

Audition (Manchester Film Festival) — Associate Producer

Surplus Candy (Activations: Market Surplus, LA, VR) — Creative Consultant and Photographer

CORE CAPABILITIES

Creative Production: Photo, Video, 3D & AI Production | Art Direction | Talent & Vendor Management | Brand Storytelling

Operations & Strategy: Workflow & Process Optimization | Budgeting & Forecasting | GTM Strategy | Production Governance

Leadership & Systems: Cross-Functional Leadership | DAM & Metadata Systems | Agreements & Contracts | AI Workflow Architecture

EDUCATION

BFA, Photography | Kutztown University | *magna cum laude*