

# CHRISTINE REILLY

Strategic Creative Production & Operations Leader

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## PROFILE

Creative and operations-focused production leader with deep expertise in photo, video, 3D, and AI ecosystems. Expert at building scalable production systems and cross-functional workflows that elevate quality and creative output. Known for delivering high-volume, multi-brand content while driving continuous operational improvement with a calm, strategic approach to leadership.

## EXPERIENCE

### WAYFAIR

**Global Creative Producer** Feb 2023 – Present

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

Lead production strategy and execution across photo, video, 3D, AI, and talent and brand partnerships for Wayfair North America, supporting specialty and luxury retail brands including AllModern, Birch Lane, Joss & Main, and Perigold. Central partner to in-house creative, brand, and marketing teams, as well as external agencies and production partners, driving creative development, planning, and execution.

- Designed and implemented standardized production systems adopted across the Wayfair LLC brand portfolio.
- Improved cross-functional collaboration by implementing alignment frameworks and workflow redesign.
- Co-built budget and cost-tracking systems with analytics leads, strengthening accuracy, visibility, and decisions.
- Developed AI-assisted asset creation and workflow tools to increase efficiency, scale, and reduce manual effort.
- Optimized creative production and GTM strategies, streamlining operating models to maximize ROI and budget efficiency.

### 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

### 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

Ronda Rousey Fight Like A Girl Mural — Creative Producer and Visuals Director

### Leadership, Mentorship & Speaking

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

Society of Publication Designers (SPD): Juror, Mentor and Portfolio Reviewer

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

Wayfair Mentorship Program: Mentor

Focus on Women: Portfolio Reviewer

Summit Workshops: Guest Speaker

## CORE CAPABILITIES

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

Operations & Strategy: Workflow Architecture | Process Optimization | Budgeting & Forecasting | GTM Strategy

Leadership & Systems: Cross-Functional Leadership | DAM & Metadata Systems | Agreements & Contracts | AI Tool Implementation

## EDUCATION

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