

Addition

Group Executive Producer, Jun 2025 – Present

- + Drove new business development that landed two new clients which have contributed to over 10% of forecasted revenue for 2026.
- + Google account lead, overseeing a high-visibility portfolio including Gemini, Consumer App Marketing, Google Products and Devices, Google Cloud, and Google Shopping with each engagement converting to expanded scope or new revenue.
- + Built the studio's first finance dashboard and rebuilt estimating and burn reporting, giving leadership project-level financial visibility and protecting margins across the portfolio.
- + Designed an AI-native production operating model based on first principles, presented to company leadership and now rolling out.
- + Created automated studio reporting that synthesizes data and meetings into concise management reports on resource needs, finances, and client engagement.
- + Provide mentorship to producers across experience levels and served as the team's escalation lead on client, scope, and delivery issues.

.Monks

Executive Producer, April 2024 - April 2025

- + Own P&L for Devices & Services Business Unit, managing \$6.5M across complex workstreams including the launch of interactive demos on Google flagship devices in 40 global markets.
- + Standardized producer workflows by defining SOPs, roles & responsibilities, documentation practices, reporting standards, and project tracking tools, driving efficiency, clarity, and stakeholder alignment.
- + Architected hybrid Agile/Waterfall delivery systems that allowed for concurrent development and rolling approvals across global teams of 50+ people.
- + Collaborated with operations to implement robust resourcing and forecasting tools that inform hiring plans and budget allocations based on actual and projected demand.
- + Led biannual team summits and created strategic account plans to align internal teams and client stakeholders around delivery goals, financial targets, and growth opportunities.

Lead Producer, June 2021 - March 2024

- + Delivered 200%+ account growth for Google Devices & Services by transforming production into a scalable, repeatable, and globally distributed operation.
- + Directed production of multiple interactive websites and mobile applications for Google, delivering a high-tech, dual-microsite activation under tight timelines and non-negotiable deadlines.
- + Managed a global team of 10+ producers, implementing team-wide best practices, mentoring programs, and playbooks to scale delivery quality and velocity.
- + Drove operational clarity by introducing tooling for milestone tracking, burn rate analysis, and priority management across multiple stakeholders.
- + Partnered with cross-functional teams, UX, Dev, QA, Strategy, to define requirements for QA, and polished delivery across multiple project phases.

contact

devin@publicparking.us
[@dker1](#)

skills

AI workflow automation (Claude Cowork, Claude Code, Gemini)
Agentic systems and MCP integrations (Model Context Protocol)
Scheduled AI agents and cloud task orchestration
Prompt and system design for business operations
AI-assisted data pipelines (Harvest, Forecast, Google Sheets)
AI-native production process design
Process Design & SOP Development
Tooling & Documentation Systems
Global Team Leadership
Client Engagement

education

University of Oregon
Bachelor of Arts, Journalism:
Advertising
2008 - 2013

General Assembly
Product Management
2017

references

Provided upon request.

Carvana

Manager, Digital Project Management, April 2021 - June 2021

- + Reengineered Carvana's digital design operations by introducing its first formal project lifecycle, intake, and resourcing process which is still in use today.
- + Architected and designed a team organization and resource plan that allowed the design team to grow by 3x during my tenure.
- + Implemented Wrike as the core system for project management, enabling resource matching by skill and forecasting based on project demand and effort levels.
- + Served as operational advisor to executive leadership, helping prioritize initiatives and align delivery with business strategy.

Sr. Digital Project Manager, Sept 2017 - March 2021

- + Led end-to-end delivery of product and marketing experiences, creating detailed roadmaps and communication frameworks that unified cross-functional teams.
- + Orchestrated resourcing across 10+ simultaneous workstreams while managing scope, risk, and stakeholder expectations with minimal overhead.

RED Interactive Agency

Digital Producer, Nov 2014 - Sept 2017

- + Managed full-cycle campaign delivery for brands like Lego and Ferrari, integrating creative, media, and tech production.
- + Developed resourcing and planning templates that standardized the way cross-disciplinary teams kicked off and closed projects.

Something Massive

Assoc Producer, Sept 2013 - Nov 2014

- + Created social campaign calendars and led production of weekly content posts.
- + Managed outreach and communication with influencers for social campaigns.
- + Responsible for community management for client on Instagram, Facebook, and Twitter.

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