

TREY TILLER

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Experience

Senior Brand Marketing Manager (Creative Production Lead) – Remote

April 2022 - Current

Osso VR (Healthcare VR Technology)

- Lead end-to-end video and visual production for brand, product, and enterprise marketing initiatives, aligning creative output to GTM strategy, campaign goals, and revenue priorities from concept through delivery.
- Produce cinematic product videos using in-VR capture workflows, translating complex product value into clear narratives that support sales enablement, shorten buying cycles, and drive enterprise engagement.
- Build and manage production timelines, milestones, and deliverables across multiple concurrent projects, partnering with cross-functional stakeholders to ensure alignment between creative execution, product positioning, and go-to-market timelines.
- Serve as the primary creative production point of contact, coordinating designers, editors, developers, and marketing leads while maintaining visibility into campaign performance and asset utilization.
- Oversee quality control for all final assets, ensuring consistency with brand governance standards, messaging architecture, and channel-specific delivery requirements across web, sales, and demand gen touchpoints.

Digital Marketing Specialist - Remote

- Executed multi-channel digital campaigns across paid, organic, and email, coordinating creative production of video, visual, and landing page assets to support demand generation and pipeline goals.
- Managed campaign intake and creative briefs, scoping deliverables against audience segmentation, funnel stage, and performance benchmarks to ensure every asset served a measurable marketing objective.
- Collaborated with cross-functional teams to produce case studies, webinars, and conversion-focused content, translating complex healthcare topics into narratives that moved enterprise prospects from awareness to consideration.
- Supported A/B testing workflows and iterative asset optimization across ad creative, landing pages, and email, using performance data to inform revision cycles and improve conversion rates.

Creative Marketing Manager – Remote

September 2020 - April 2022

Tricentis (Automated Software Testing)

- Designed and maintained real-time visual assets for live webinars, virtual events, and in-person conferences, including motion graphics, presentation systems, and branded overlays.
- Directed cross-platform creative workflows (Premiere, After Effects, digital) to deliver cohesive international campaigns.
- Led the development and rollout of a centralized brand design system used across global marketing, events, and digital channels, establishing consistent visual standards for layout, typography, and motion.

Associate Director of Marketing – Remote

January 2020 - September 2020

Heads Up Marketing (Agency)

- Led integrated campaigns spanning video, social, and UX-driven content for multiple clients, driving up to a 30% increase in web traffic by aligning brand strategy, creative execution, and measurable business outcomes.
- Built marketing automation and reporting frameworks in HubSpot to track campaign performance, optimize ROI, and deliver actionable insights to client stakeholders across paid, organic, and email channels.
- Developed standardized campaign workflows, brand governance documentation, and cross-functional processes that improved delivery speed and creative consistency across a portfolio of concurrent client engagements.

Skills

Platforms & AI Tools

Adobe Premiere | After Effects | DaVinci Resolve | Photoshop | Figma | Final Cut | Webflow | Unity | Unreal Engine | Blender | Maya | HTML/CSS/JS | Midjourney | Runway | ElevenLabs | Adobe Firefly | HeyGen | N8N

Creative Project Management

Video Production | Creative Producing | Pre-Production Planning | Cross-Functional Coordination | Asset Review | Quality Control | Scope Alignment | Creative Documentation | VR Capture Workflows | Narrative Development | Visual Storytelling | Creative Direction | Motion Design | Consumer Insights and Research | Vendor Management | Trade Show Planning and Execution

Education

University of North Georgia – Athens, GA
B.S. Film and Digital Media Communications
Minor in Business Administration

December 2018