

William Wilbanks

CREATIVE OPERATIONS & ENTERPRISE CREATIVE LEADER

Organizational Transformation | Workflow & Resource Strategy | Team Leadership

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EXECUTIVE SUMMARY

Creative operations and enterprise creative leader with a track record of building and transforming high-performing creative organizations across fintech, healthcare, SaaS, eCommerce, and B2B environments. Expertise in **creative operations, organizational design, workflow transformation, resource planning, brand governance, team leadership, and cross-functional alignment.**

At WEX, led enterprise creative transformation supporting **6,000+ employees across 10 business units**, including the One WEX initiative that centralized fragmented workflows, established shared governance and capacity-planning systems, reduced revision cycles by **78%**, and improved delivery predictability by **72%**. Known for turning reactive creative teams into structured, scalable organizations that operate as strategic partners to the business.

CREATIVE OPERATIONS & LEADERSHIP IMPACT

- **Enterprise Transformation:** Led creative strategy and operations supporting **6,000+ employees, 10 business units, and 13 countries**
- **Operational Performance:** Improved creative delivery predictability by **72%** through workflow, resource planning, and organizational improvements
- **Workflow Optimization:** Reduced revision cycles by **78%** by centralizing fragmented workflows and implementing scalable governance
- **Budget & Resource Leadership:** Managed **\$1M-\$1.5M operational budgets**, including resource allocation, vendors, and agency partnerships
- **Executive Partnership:** Partnered with **42 executive and cross-functional leaders** to align creative resources and priorities with business needs
- **Creative Technology:** Led adoption of **AI-enabled creative workflows** to accelerate delivery while maintaining brand governance

CORE COMPETENCIES

Creative Operations • Creative Workflow Transformation • Organizational Design • Resource & Capacity Planning • Intake & Prioritization • Creative Technology • AI-Enabled Workflows • Brand Governance • Budget Management • Vendor & Agency Management • Cross-Functional Leadership • Executive Partnership • Change Management • Team Development • DAM & Digital Workflow • Enterprise Brand Leadership

PROFESSIONAL EXPERIENCE

WEX | Benefit Express (*Benefit Express acquired by WEX*)

Remote | Portland, Maine | Schaumburg, Illinois

Creative Director | WEX | 2021-2026

Enterprise Creative Operations & Brand Leadership

Led enterprise creative operations, organizational transformation, and brand governance for WEX's global organization, supporting more than **6,000 employees across 10 business units** while partnering with executive leadership to strengthen brand consistency, improve creative performance, and scale enterprise marketing.

- **Spearheaded the “One WEX” creative transformation**, consolidating fragmented creative workflows across business units with a centralized intake and prioritization model that gave teams greater visibility into incoming work, ownership, deadlines, capacity, and business priorities; reduced revision cycles by **78%**.
- Built and evolved creative operations, initially using **Adobe Workfront** and later **Monday.com** to centralize intake and improve visibility, prioritization, and accountability across marketing, digital, HR, and operations; **improved delivery predictability by 72%** and established the foundation for the global marketing operations model.
- Led a creative organization of up to **18 team members** across direct reports, matrixed creatives, and contractors/freelancers, including **9 direct reports at peak** with responsibility for performance, resource allocation, capacity planning, workload management, and creative operations.
- Created clearer roles, expectations, and working rhythms across the creative organization, giving creative directors greater ownership of their day-to-day design execution while I focused on **operational strategy, planning, process design, team enablement, and enterprise alignment**.
- Partnered with executive and cross-functional leaders to translate enterprise priorities into scalable creative programs, staffing plans, and workflows.
- Managed **\$1M-\$1.5M operational budgets**, balancing internal resources, external agencies, vendors, and business priorities.
- Built **AI-enabled creative workflows** into the team’s technology stack to accelerate ideation, prototyping and delivery while maintaining enterprise brand governance.

Director of Creative Services | Benefit Express | 2017-2021

Creative Operations, Brand Transformation & Team Leadership

Built and led the company’s creative organization, establishing the operational foundation required to scale creative support across the enterprise while repositioning the team as a strategic partner to the business.

- Built the foundational **in-house creative operations function**, establishing standardized intake, workflow, and governance systems that achieved **80% enterprise adoption**.
- Built and developed the internal creative team into a strategic business partner, creating greater structure around requests, prioritization, brand consistency, and delivery while keeping processes lean and reducing unnecessary administrative overhead.
- Partnered with executive leadership to reposition the company around a **service-first brand narrative**, turning complex healthcare benefits information into clearer more customer-centered experiences.
- Directed the creative and digital experiences that contributed to a **24% increase in sales opportunities** and supported the company’s eventual **\$275M acquisition**.

FTD | Downers Grove, Illinois

Creative Services Manager / Art Director | 2007-2017

Enterprise eCommerce & Brand Development

Directed creative leadership for a **\$292M eCommerce business**, overseeing multidisciplinary teams responsible for high-volume campaigns, customer experience, merchandising, and enterprise brand initiatives.

- Engineered agile creative workflow and **DAM protocols** for a \$292M eCommerce business, reducing critical content update timelines from **60 minutes to 5 minutes** during peak revenue windows.
- Led multidisciplinary creative teams supporting high-volume enterprise eCommerce, merchandising, customer experience, and brand initiatives.
- Built operational rigor around major seasonal campaigns, including Valentine’s Day and Mother’s Day, where speed, accuracy, prioritization, and cross-functional coordination directly impacted revenue and customer experience.

EDUCATION

American Intercontinental University, Remote

B.F.A., Visual Communication, 2004