

Pete Dombrosky

Cross-Functional Operations Leader | Workflow & Project Management Specialist

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SUMMARY

Editorial operations leader with 9+ years of experience building scalable workflows, systems, and teams that support high-performing creative organizations. Known for simplifying complex processes, removing roadblocks, and enabling creative teams to do their best work. Deep background partnering across creative, production, product, legal, finance, and leadership in mission-driven and media environments. Curious, systems-oriented, and motivated by impact, equity, and continuous improvement.

CORE SKILLS AND EXPERTISE

- **Operations:** Workflow optimization, project intake systems, creative resourcing, production planning, budget tracking, campaign execution
 - **Team & Resource Management:** People management, workload prioritization, freelance and vendor oversight, contract coordination, cross-team staffing
 - **Process Design & Scale:** Documentation, change management, operational frameworks, rollout strategy, scalable systems
 - **Cross-Functional Leadership:** Creative, content, legal, finance, product, engineering, communications, executive stakeholders
 - **Tools & Platforms:** Airtable, Google Workspace, WordPress, Drupal, Zendesk, Basecamp, CMS platforms, JIRA (working knowledge), workflow systems
 - **Operational Strengths:** Highly organized, detail-oriented, calm under pressure, strong communicator, systems thinker, collaborative problem solver
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PROFESSIONAL EXPERIENCE

South by Southwest | Special Web Projects Editor

Jan 2026 – Present | Remote

- Serving as the SXSW Content Team liaison to the SXSW Tech department
- Writing, editing, copy editing, and updating all SXSW websites
- Building out articles and templates to ensure site consistency and readability
- Responding to web ticketing requests that pertain to the SXSW Content Team

Vox Media – Eater, Popsugar, Thrillist, Punch | Director of Editorial Operations, Lifestyle
Aug 2022 – Dec 2024 | New York, NY

- Served as operations lead across four national brands, supporting editors, designers, video teams, product, and engineering through clear workflows and scalable systems.
- Streamlined creative and production workflows by identifying inefficiencies and implementing improved intake processes, documentation, and project planning frameworks.
- Maintained documentation of all internal systems, workflows, and tools.
- Ensured projects were fully resourced, properly scoped, and delivered on time by aligning staffing, timelines, and priorities across teams.
- Led and developed a multidisciplinary operations team, providing day-to-day guidance, prioritization support, and mentorship.
- Owned vendor coordination and resource planning in partnership with legal, HR, and finance, including freelance support, contracts, budgeting, and procurement.
- Acted as operational partner on high-impact creative initiatives, helping build project-based teams to support launches, editorial franchises, and brand moments.

Thrillist (Group Nine / Vox Media) | Director, Editorial Operations
Feb 2021 – Aug 2022 | New York, NY

- Led operational strategy for a high-output digital brand, ensuring smooth execution of creative campaigns and ongoing production.
- Designed and maintained workflows that improved collaboration across creative, editorial, product, and revenue teams.
- Built clarity and structure around priorities, timelines, and ownership to help teams focus on creative quality and impact.
- Supported leadership with planning, resourcing, and operational decision-making tied to business and audience goals.

Thrillist | Assistant Managing Editor & Managing Editor
Jan 2018 – Feb 2021 | New York, NY

- Oversaw daily content production across editorial, design, video, and social teams.
- Scoped and executed complex editorial packages and brand moments, managing schedules, deliverables, and approvals.
- Ensured quality, consistency, and on-time execution across formats while juggling multiple concurrent initiatives.

Thrillist | Copy Chief
Jan 2016 – Dec 2017 | New York, NY

- Led and managed a dedicated copy editing team, setting priorities, maintaining standards, and ensuring consistent execution across all areas of the site.

- Owned the creation, maintenance, and enforcement of a comprehensive, site-wide style guide that governed tone, usage, and nomenclature.
- Served as the final editorial authority on all major projects, providing comprehensive copy review to ensure accuracy, clarity, and brand consistency prior to publication.
- Worked hands-on alongside copy editors to edit and proofread content across editorial, newsletters, social, and special projects, balancing leadership with direct copy editing responsibility.

Chelo Publishing | Associate Editor

June 2010 – Sept 2011 | New York, NY

- Produced, edited, and copy edited content for three lifestyle magazines.
 - Ensured clean, publication-ready copy across print layouts and digital formats.
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EDUCATION

B.A., Journalism | The Pennsylvania State University (Graduated May 2010)

- Beat Reporter, *The Daily Collegian* (2006–2010)
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HONORS & INVOLVEMENT

- “Care Deeply” Award – Recognized for outstanding team contributions at Thrillist
- Member, Group Nine’s IDEA Council Careers Committee – Promoting equity and mentorship in hiring.