
Peter Cote

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Product Manager

SKILLS

I have taken my career and expertise in film production and combined it with my passion for exploration, building, and problem solving. I have an entrepreneurial background that has helped me to think analytically in order to steer a business toward validated opportunities to meet customer needs. However, my skills and experience go beyond business as I am a dedicated self guided learner. I have proficiency in a wide variety of technical skills and design tools such as C++, Adobe Creative Suite Software, Davinci Resolve, Figma, Fusion 360 for CAD design, welding, and more. Simply put, I love to solve product problems.

EXPERIENCE

Freelance, Los Angeles, CA - *Director/Visual Engineer*

MAY 2013 - PRESENT

- Worked with brand, ad agency, and production company stakeholders to craft marketing content that appeals to their target customers and users.
- Worked with and managed the direction of production crews that ranged from 6-75 people to ensure they understand how their individual roles as technicians and artists contributed to brand marketing goals.
- Engineered multi axis motion control robotics for cameras and product motion on film sets. Designed and built the mechanical and electrical components for compatibility with commercially sold motion control software like Dragonframe.
- Directed and contributed to campaigns for Old Spice, Nike, Adidas, Under Armour, Quest Nutrition, Full Throttle Energy Drinks, and dozens more brands.

Woodshop Studios, Culver City, CA - *DGA Director*

MARCH 2020 - NOVEMBER 2021

- Directed food and product commercials for major brands such as Dunkin', Post Cereals, Jimmy John's, and Cracker Barrel Cheese.
- Communicated with brand, ad agency, and production stakeholders about campaign goals then worked with copywriters and designers to present direction for the visual style of ads through storyboards, shot descriptions, wireframe animatics, and reference imagery.
- Guided the creative direction of national brand ads by leading cross functional production crews of 60+ people per campaign that was made up of technicians and artists from pre-production to post production.

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- Worked closely with product rigging engineers to communicate and set mechanical goals for success then provided collaborative feedback that prioritized the end goals of brand and ad agency stakeholders.

Grandeur, Los Angeles, CA - *CEO/Co-Founder*

AUGUST 2013 - DECEMBER 2017

- Led development from concept to completion of a 1000 frames per second video activation geared toward creating premium interactive user experiences for user facing brand events such as Comic-Con.
- Performed user and customer interviews to guide new product features while working with a team of camera specialists, software engineers, and designers.
- I guided all new features and efficiency improvements to elevate user experiences.
- I implemented features to reduce delivery wait times to users by more than 98% from 30 minutes to 30 seconds or less. Those features also improved flow rate of users through the booth by 600% from 20 per hour to 120 per hour.
- Led and managed communication with brand stakeholders at Facebook, Instagram, MTV, Nickelodeon, MGM, and more.

Conscious Minds, Pasadena, CA - *Co-Founder/Creative Director*

JUNE 2008 - MAY 2013

- Built and grew a hybrid production company/digital agency from \$30K revenue in year 1 to \$3.8M revenue in year 5.
- Developed campaigns on a cross functional creative and production team for brands such as Levi's Strauss, Nike, Clorox, and Microsoft while engaging with key brand marketing stakeholders.
- Led a viral campaign both creatively and in production for Levi's Strauss called "Guy Walks Across America" that garnered 30+ million organic views which was written about in over 100 media publications.
- The Levi's Strauss "Guy Walks Across America" campaign I led was listed in the top 5 viral campaigns of the year by both CNN and Mashable.

EDUCATION

Azusa Pacific University, Azusa, CA - *Bachelors in Cinema and Broadcast Arts*

AUGUST 2006 - DECEMBER 2008

Hope College, Holland, MI - *Communications*

AUGUST 2004 - MAY 2006