

Peter Bassett

Integrated Production | Team Building | Digital Transformation

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EXPERIENCE

****Managing Director, Technology, and Integrated Production****

David & Goliath – Los Angeles | Oct 2018 – Present

- Strategically manage the integrated production department at David & Goliath, enhancing broadcast, digital, content, and social production capabilities.
- Spearhead an onboarding and mentorship program, nurturing the growth of producers, technologists, and designers.
- Lead cross-functional teams in creative, strategic, and business endeavors, staying ahead of trends in digital/social marketing and technology.
- Oversee an in-house digital production studio, achieving year-over-year growth in incremental revenue.

****Director of Digital Production****

David & Goliath – Los Angeles | Feb 2016 – Oct 2018

- Seamlessly rebuilt the digital production workflow from inception to completion, consistently surpassing client expectations.
- Strategically managed digital production resources, fostering collaboration and optimizing resource allocation for maximum efficiency.
- Pioneered successful integration strategies, uniting diverse digital production teams to streamline processes and drive enhanced productivity.
- Implemented innovative strategies to drive growth and revenue in digital production, resulting in significant increases in profitability.

****Director of Production****

TBWA\Chiat\Day – Los Angeles | Jun 2014 - Feb 2016

- Orchestrated the end-to-end production and delivery of integrated global campaigns, consistently exceeding client expectations.
- Efficiently managed digital production resources, fostering collaboration and resource optimization.
- Led a successful integration initiative, uniting 100+ previously segmented production team members for enhanced efficiency.

****Director of Digital Production****

TBWA\Chiat\Day – Los Angeles | Oct 2011 - May 2016

- Orchestrated the integration of a previously siloed business unit into a cohesive model, with digital innovation taking center stage, driving synergy and maximizing operational effectiveness.
- Managed a diverse team of over 20 producers across multiple verticals, projects ranging from website builds to large volume digital media, to social media content creation with efficiency and excellence.
- Effectively oversaw the development and engineering team while spearheading an innovation lab, driving forward-thinking solutions and a culture of creativity and innovation.

****Executive Digital Producer****

Ogilvy – New York | Oct 2010 - Oct 2011

- Led innovative global digital campaigns for diverse clients.

****Director of Digital Production****

180 Amsterdam – Amsterdam, Netherlands | Jul 2009 - Oct 2010

- Collaborated with department heads to build and lead a 70+ member digital and social content production services team, responsible for the successful adidas global World Cup campaign.

****Digital Producer****

180 Amsterdam – Amsterdam, Netherlands | Sep 2007 - Oct 2009

****Senior Interactive Producer****

Goodby Silverstein & Partners – San Francisco | Jan 2007 - Aug 2007

****Producer****

AKQA – San Francisco | Nov 2005 - Jan 2007

ASSOCIATIONS & AWARDS

- Jury Member, The FWA | Mar 2020 - Present

EDUCATION

University of Vermont

- BA, English/Theater/Art