

PETER BASSETT

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EMPOWERING CREATIVE SUCCESS

A collaborative and results-driven leader in advertising and creative operations, passionate about bringing creative ideas to life, empowering teams, and transforming capabilities. I possess proven expertise in building and mentoring high-performing teams, including diverse talent, to orchestrate seamless, award-winning, and impactful marketing experiences at scale. My career highlights a track record of operational excellence, driving significant growth and measurable outcomes by strategically leveraging creative production and emerging technologies to meet evolving client and market demands.

PIONEER IN TRANSFORMATION OF DIGITAL MARKETING

Have been part of every transformative stage of digital marketing over the past 25+ years. Helped and loved every minute at Omnicom's Goodby Silverstein & Partners and 180 Amsterdam; WPP's Ogilvy; TBWA Network's Chiat LA; and independent turned network agency David & Goliath.

EXPERIENCE

Managing Director, Technology, and Integrated Production
David & Goliath – Los Angeles | Oct 2018 – Present

- Orchestrate the vision and growth of creative production capabilities and operations, consistently delivering integrated solutions that elevate beyond immediate client requests, introducing greater efficiency and better results. Develop, test, learn, and optimize these solutions to significantly enhance digital, content, and social creative asset production capabilities for optimal client solutions and timely delivery.
- Champions end-to-end operational transformation, defining and implementing scalable processes and automation, proactively collaborating with C-suite on internal strategic initiatives for developing capabilities aligned to innovation.
- Champion the growth of diverse talent, building and mentoring high-performing teams of producers, technologists, and designers. I developed and implemented robust onboarding and leadership programs that fostered a culture of operational excellence and continuous improvement, recognizing and nurturing potential beyond traditional profiles to drive world-class creative asset delivery.
- Achieved consistent year-over-year revenue growth of 23% and drove 15% in operational efficiency gains by optimizing workflows and strategically allocating resources, directly contributing to increased creative output and business impact.

Director of Digital Production
David & Goliath – Los Angeles | Feb 2016 – Oct 2018

- Led a critical transformation to modernize the digital production department, rightsizing an antiquated, overly specialized team to align capabilities with emerging modern marketing needs and significantly enhancing profitability. Retained the distinction of most profitable department for my term in this role.
- Built and mentored an aspirational team of creative producers and technologists, spearheading the integration of critical technology resources and diverse digital production teams to establish streamlined operational workflows for cutting-edge creative asset delivery.
- Cultivated a highly collaborative environment across cross-functional teams, effectively managing resources to optimize productivity and ensure the delivery of impactful, high-quality digital experiences that exceeded client expectations.

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

- Partnered with creative and strategy leadership on end-to-end global integrated advertising and creative campaigns, leveraging our internal studio and team of producers and technologists.
- Through these successes, my LA team became a coveted resource, directly supporting the entire TBWA Global Network to ensure superior quality and timely delivery of creative assets.
- Led large-scale global integration initiatives, unifying and optimizing a 100+ member distributed production team, which resulted in significant increases in operational efficiency and enhanced unified digital production capability.

Director of Digital Production

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

- Was hired to undertake a pivotal redesign of digital production and technology offerings, proactively transitioning TBWA's capabilities from emerging to established digital advertising needs. This strengthened the position of the agency as a leading global network by aligning offerings with evolving client demands and maximizing operational effectiveness.
- Directed the transformation from siloed digital units to cohesive digital experience team, managing diverse, cross-functional talent to deliver complex projects. These ranged from large-scale global website builds and digital media campaigns to high-volume social media content creation, ensuring efficient and excellent creative asset delivery.
- Launched and led a dedicated innovation lab, spearheading the development of forward-thinking solutions and fostering a culture of continuous innovation in digital production and creative technology. This initiative was key to future-proofing offerings and maintaining market leadership.

Executive Digital Producer

Ogilvy – New York | Oct 2010 - Oct 2011

- Brought onboard to integrate digital-first creative thinking into an established production department, strategically enhancing capabilities to meet evolving market based client demands for digital advertising and creative.
- Spearheaded the development of enhanced digital production capabilities and resources, establishing the New York team as a coveted global resource. This enabled international teams, particularly in lesser-served markets, to execute innovative, award winning digital advertising and platform campaigns for high-profile clients like Coca-Cola.

Director of Digital Production

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

- Help lead the pioneering establishment of a new agency model within 180 Amsterdam, collaboratively building and managing a 70+ member team to define and scale production and creative operations. This brought together leaders across the Omnicom network to deliver unparalleled efficiency and creative output for the Adidas Sports Performance brand during the transformative early era of social and digital advertising.
- Directed the production of groundbreaking, fully integrated global campaigns, including the multi-year Adidas World Cup. This involved orchestrating digital experiences and creative assets across 49 markets, redesigning the Adidas Sports Performance website, and creating high-velocity social and digital content, setting new standards for "creative production" as an emerging discipline.

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

EDUCATION

University of Vermont - BA, English/Theater/Art

ASSOCIATIONS & AWARDS

Jury Member, The FWA | Mar 2020 – Present

2024 – Clios, bronze | Think LA, winner | Comm Arts, shortlist | AICP, shortlist | London International, silver | The Drum, Gold

2023 – Clios, bronze | The One Show, shortlist | Think LA, winner | Cannes Lions, Shortlist

KEY SKILLS

- Creative Operations & Strategy: Advertising & Creative Operations, Digital Transformation, Strategic Planning, Customer Experience Optimization
- Operational Excellence & Technology: Workflow Optimization, AdTech & Creative Technology, Process Automation, Resource Orchestration
- Leadership & Talent Development: Global Team Leadership, Cross-functional Collaboration, Talent Development & Mentorship, Digital Platform Strategy & Innovation