

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

- Led integrated production operations across digital, social, and print studio workflows, aligning teams, tools, and delivery standards to support complex, high-volume creative output.
- Built and scaled template-based, repeatable production systems that improved throughput, increased consistency, and enabled efficient delivery of large volumes of assets across channels.
- Established rigorous QA, review, and delivery processes to protect creative quality, reduce production risk, and maintain accuracy across fast-moving integrated campaigns.
- Owned team structure, staffing strategy, and resource allocation across multidisciplinary production functions, including hiring, mentoring, workload planning, and freelance support as needed.
- Drove operational transformation through AI-enabled workflows, automation, and process redesign, contributing to 23% year-over-year revenue growth and 15% efficiency gains.

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 2014

- 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

- Helped 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.

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

- Custom AI tool development, Workflow automation, Production process optimization, Emerging technology implementation
- 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