

Pete Brown

portfolio: petebrown.me | <mailto:pete@bluemonkeycomm.com> | [linkedin.com/in/peterwardbrown](https://www.linkedin.com/in/peterwardbrown) | 614.270.6100

Creative Leadership + Communications

- Extensive multimedia production experience: television, film, interactive, videogames, e-learning and more
- 15+ years building and leading creative teams in cutting-edge projects
- Narrative design, visual, voice and musical direction, post-production and creative project management
- Marketing communications, brand development and social strategy

RELEVANT EXPERIENCE

Chief Creative Officer, Mindset Digital

2/1/2014 – Present

As head of creative at Mindset Digital, I'm intently focused on transforming old-school corporate communications into more visual, engaging and interactive experiences.

I am responsible for turning our client's business requirements into draw-dropping creative project. I directly supervise the work of multiple creatives, maintain contractor and vendor relationships, and manage every phase of production multiple ongoing projects.

- Writing, directing, editing
- Video and interactive multimedia production
- Social and digital strategy and consulting
- Creative direction and team leadership

Key projects included a Opioid Prescribing training taken by providers statewide, a highly-produced, customized cybersecurity training program for a Fortune 100 company, and production of in-house projects such as the Power Network Habit, the SOS Habit, and PatSatPlus patient satisfaction training. See my portfolio site PeteBrown.me for samples.

Founder, Blue Monkey Communications

9/1/2008 – present

Blue Monkey Communications is my own business and covers all of my freelance activity. Under its auspices I have been privileged to work on many amazing projects, including:

- [Kinect NatGeo TV](#) edutainment videogame for Xbox 360 - Lead writer for two 10-episode seasons of this unique entertainment property
- [Let Them Play: A Triathlon Across America](#) - writer and producer for this feature length documentary now available on most streaming services. Also conceived of and produced multiple short-form pieces for the Let Them Play Foundation during the summer of 2017
- [Flex SRA Literacy](#) from McGraw Hill - wrote more than 90 reading and literacy-focused cartoon shorts for this innovative interactive learning experience. I've also worked on STEM and Math-focused projects for this client
- [Designing Spaces/Microsoft Window Media Center](#) - my first television writing gig! Was tapped by Microsoft to script an episode of this show that effectively laid bare the features and benefits of Windows Media Center Edition
- [Blue Monkey Books](#) - developed an application that created fully customized chapter books for young readers (K-4). Blue Monkey Books titles cast your kiddo as the main character, and
- [Corporate communications](#): produced multiple print and electronic communications for various clients, including business plans, marketing kits, sell sheets, websites and more.

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Director of Creative Services, Healthspot

1/1/2013 – 2/1/2014

- Oversaw the creation and production of all public-facing media pertaining to this healthcare startup, including:
- Print and electronic Sales Materials
- Website and Social Media channels
- Video and Interactive
- Contributed to brand development and key messaging.

Responsible for enacting all digital strategy, including content creation, social networking, email marketing, paid advertising and web analytics. Manage agency relationships, writers, graphic artists, videographers and editors as needed. Contributed to overall marketing strategy, and created all publications and assets in support of it.

Director of Communications, Exceptional Innovation

8/1/2004 – 9/1/2008

- Directed the work of a 9-person communications team to create and manage all corporate communications, including all media and public relations, technical and training documentation, print and electronic publications.
- Lead writer for immersive theater scripts and scenarios for NextGen Home Experience Consumer Electronic Show projects in 2007, 2008; scripting for Disneyland Innoventions Dream Home attraction.
- Designed and enforced all corporate messaging and brand standards.
- Managed agency and freelance relationships as required, esp. creative, advertising and PR agencies.
- Worked with partner companies in joint marketing efforts.
- Provided communications services as needed across all departments.

For a more extensive work history, check me out on [linkedin.com/in/peterwardbrown](https://www.linkedin.com/in/peterwardbrown) or my portfolio at PeteBrown.me.

Honors and Awards

- International E-learning Association (IELA) Gold Medal, Brandon Hall Associates Gold and Bronze awards for compliance training (Cybersecurity)
- Panda Award (Wildscreen Film Festival) for New Media (awarded to Kinect NatGeoTV team)
- "Best of Ohio" Ohio Short Films, Wexner Center for the Arts, 2014 for Live Long, Ping Pong
- Honorary Doctorate (Doktora Gostya), Rostov State University, Rostov-on-Don, Russia, 1996.
- Ohio Society for Professional Journalists Awards, First Place, Best Human Interest Writing, "Bowling at 4 a.m."
- Texas Associated Press Managing Editors Association Award, First Place, Sports Writing, Class A Daily, 1998. "Seeking the Sweet Science: A Ten Round Inquiry"
- Texas Associated Press Managing Editors Association Awards. First Place, Sports Column Writing, Class A Daily, 1998.
- Best of Columbus (Visual Effects), 48 Hour Film Project, 2014
- Amazon Breakthrough Novel Award, quarterfinalist, 2009
- McSweeney's Treasury of American Humor Writing, Knopf, fall, 2004.
- William Hickok Fellowship for Creative Writing, Kansas State University, 1993.

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Technical Skills

- Adobe Creative Suite, esp. Photoshop and Premiere; some After Effects, Final Cut VII, X
- Audacity, Adobe Audition and Hindenberg
- Storyline, Captivate, Lectora and most major e-learning authoring environments; All MS Office applications, especially Microsoft Word and PowerPoint; also Certified RoboHelp back in the day.
- HTML, CSS and web page design and maintenance; Fundamental principles of web design, web-based communications and web application development;
- LMS management experience, including Docebo, Brainshark, Digital Chalk, EdApp, Agylia, Cornerstone and Pinpoint Global.
- Extensive print layout and publication experience, including digital and offset printing process.

Education

MA, English and Creative Writing

- Kansas State University, 1995

BA, English and Creative Writing

- Ohio University, 1993

Documentary Video Track,

- Columbus College of Art and Design, 2012

Volunteer Work

President and Board Member, Delaware County Friends of the Trail, 2004-2008

- Bike trail advocacy, fundraising and clean-ups

Chair, Genoa Township Parks Advisory Board, 2007-08

- Parks and Trails advising and recommendations for township trustees

Board Member (Communications Chair), Central Ohio Returned Volunteers Association

- Local organization for Returned Peace Corps Volunteers

Volunteer Filmmaker, Central Voice (ESL Club at Westerville Central high school)

- Worked with students to produce short films about their experiences, including two films selected for Best of Ohio Shorts at the Wexner Center for the Arts