



Pete Jones

Executive Producer of Campaign, Product, Immersive, VFX, Design and Digital with 17+ years of experience at **Meta**, **R/GA**, **Framestore**, and **The Mill**

PROFESSIONAL EXPERIENCE

Meta Reality Labs, New York, NY

Program Manager September 2023 - Present

- Responsible for coordination of a large cross-functional marketing team consisting of CRM, Web, Social, Performance Media, Influencer, Merchandising, Store and Communications, delivering marketing material for third party VR games
- Worked closely with a diverse Inter-Agency Team in concert with in-house creatives, marketing managers and channel owners to develop marketing content and strategy for newly launching VR games, including longform trailers, promotional assets and all campaign language and supporting material
- Played an integral role in managing relationships with VR game development studios
- Highlights included high profile game launches on the Meta Quest for **Ghostbusters**, **Stranger Things** and **NFL**

R/GA, New York, NY

Executive Producer January 2021 - April 2023

Senior Producer, January 2019 – December 2021

- Responsible for developing and executing engagement strategy across the group's business, ensuring smooth overall account operations, profitability and growth
- Ran full campaigns encompassing TVC, Outdoor, DOOH, Print, Social, Web and Radio for **Love Has No Labels**, **AmEx** and **Verizon**
- Ran several product development projects for high profile clients such as **Google**, **Mailchimp**, **Samsung**, **Verizon**, and **Pepsi**
- Ran brand refresh projects for **XFL** and **J.P. Morgan Chase**
- Co-ordinated multidisciplinary strategic and creative teams from pitch and ideation phases through production and delivery, managing large groups with complex interdependencies and technical workflows
 - Authoring and negotiating large and complex multi-million dollar value SOWs, retainers, and PCNs. Comfortable presenting and defending rationale and justification to clients
 - Developed measurement/success criteria for plan and program evaluation ensuring objectives and measurement benchmarks were clearly defined, analyzed plan & program performance against key success metrics (ROI, revenue, etc.) to guarantee delivery of ROI targets
- Led numerous pitches at the highest level of efficiency, innovation and success
- Managed client relationships for global brands, responsible for partnering with them to define scopes of work and operational strategies for the accounts
- Responsible for mentoring junior team members and nurturing young talent

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SKILLS

Project Management

Agile Product
Development

Client Relations

SOW Authoring

Financial Planning

Mentoring & Team
Management

NOTABLE AWARDS

CLIO Awards 2023

**Branded
Entertainment &
Content Film -
Scripted (Silver)**
'The Gentle Giant'

Anthem Awards 2023

**Diversity, Equity &
Inclusion (Gold)**
'The Gentle Giant'

Cannes Lions 2016

Mobile Grand Prix
*'How Nature is Inspiring
Our Industrial Future'*

CES VR Fest 2016

**Best Animated VR
Film 'Battle for
Avengers Tower'**

FRAMESTORE VR STUDIO, New York, NY

Senior Producer, November 2014 – December 2019

- Responsible for pitching and winning new work, and managing clients and brands throughout the production process
- Project management including bidding, scheduling large teams of visual artists and real-time engine programmers, and managing finances
- Technical and Creative problem solving to apply constantly evolving, cutting-edge technology to ground-breaking immersive experiences
- Responsible for developing relationships with tech manufacturers and platforms, focusing on long term partnerships
- Team building and management, playing a central role in growing the team from 6 to 30+ members across 4 global offices
- Responsible for building partnerships with third party outsource companies across the globe to expand capacity while maintaining standards of practice
- Central to establishment of working practices and global technical pipelines, including implementing an iterative and incremental agile software development framework (Scrum)
- Award winning work for leading global brands including **HBO, Marvel, Samsung, Warner Bros, Bacardi, New York Times** and **General Electric**

BIG BUOY, London, UK

Senior Producer, November 2013 – November 2014

- TV commercial project management, managing teams of 2D and 3D artists and handling all client communications
- Departmental leadership and client-facing company representation
- Implementation and management of branded social media platforms for company PR
- Notable projects include a commercial break takeover for **Public Health England's 'Stoptober'** anti-smoking campaign, and multi-spot campaigns for **Land Rover** and **Jaguar**

THE MILL, London, UK

VFX Producer, March 2013 – November 2013

- Notable projects include **Fruit D'Or, Domestos, Cif** and **Comfort**

FRAMESTORE, London, UK

VFX Producer, February 2006 – March 2013

- Graduated from entry-level position (runner) to PA, to VFX Producer

EDUCATION

LOUGHBOROUGH UNIVERSITY, Leicestershire, UK

BA (Hons) Economics, May 2005

PROJECTS

Ad Council | Love Has No Labels | Love Lives On Campaign *The Gentle Giant*

American Express | Built for Business Campaign *Brows*

Warner Bros. *Fantastic Beasts and Where to Find Them VR*

Marvel Samsung *Battle for Avengers Tower*

NYT GE *How Nature is Inspiring Our Industrial Future*

Bacardi *Nocturnal Awakening* real time interactive installation

LINKS

[Website](#)

[LinkedIn](#)

[YouTube](#)

INTERESTS

Social Justice & Sustainability

Guitar pedal enthusiast & drummer

5-a-side soccer player & amateur golfer

Liverpool FC

REFERENCES

On request