



# Peter Hironaka

## Creative Producer & Web Developer


I have 5 years of experience working with some of the greatest brands in the world (Nike, Hulu, Old Spice, among a few), primarily within a producer capacity. I've dabbled in Print, and Broadcast, but my footprint was always firmly rooted in Digital.

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## Technical Skills

HTML

CSS

SASS compilers

MVC / MV Frameworks

Git

Jekyll

Shopify

Javascript

Command Line

Sketch

Illustrator

## PM Tools

Basecamp

JIRA

Slack

Asana

Trello

## Education

General Assembly

Web Dev Immersive

March to May 2017

San Jose State University B.S.

Journalism 2005-2009

## Annenberg Petspace website launch

(summer 2017)

<https://annenbergpetspace.org/>

- I helped with the launch of this website in the last 6 weeks of production. Primarily overseeing QA and bug fixes & coordinating with Production Shop.

## Space150

2016-2017

- Digital Producer managing the Global Nike Sportswear account.
- Overseeing Production for all NSW campaign initiatives across nike.com and its social channels.
- Design/Development of internal Nike West website <http://westies.site>.

## Hulu

2015-2016

- Digital Producer on the Creative Services Team within the Marketing Department.
- Spearheading a revised process for Email Marketing Campaigns.
- Servicing all Acquired Content and Hulu Original Series.
- Onboarding/Research of premium agency partners to collaborate within the Department.

## The Madbury Club

2013-2015

- Lead Producer and Account Manager on both Nike Sportswear and Native Shoes accounts.
- Supervisor of creative strategy in Film projects.
- Designed decks in Photoshop for Client presentations.
- Project Managed Creative Development and execution of content used in Native's SS15 Catalogue.

## Wieden + Kennedy

2012-2014

- Transitioned from the Media team to the Interactive Production Department in June of 2013.
- Clients I worked on: Coca-Cola, Dodge, Nike, Old Spice
- Project Managed all Updates and QA for oldspice.com
- Built and maintained Relationships with Vendors.