

# PETER LARSON

Interactive Marketing Director



## CONTACT



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I have been a web marketing and technology specialist and manager for 15+ years. I'm looking for a position that uses my skillsets of concepting, planning, directing, and developing web technology projects. I bring a wealth of experience delivering successful web projects for high-profile clients such as Molson Coors, Vail Resorts, Red Robin, Jimmy Johns, Einstein Bros, Rubbermaid.

I uniquely can understand the creative story in a brand and integrate it with the real-world implementation of a website, concept, photograph, etc.



# Senator\_larson

## CAPABILITIES / SKILLS

### PROFESSIONAL

Market/Brand Concept Strategy

Project Management

Web & App Development

Budgeting & Planning

Client Support

Photography & Video

Team Leadership

### PERSONAL

Creativity/Spont

Strategic Thinker

Conceptual to Reality

Team Player

Fast Learner

Motivated

High Standards

## EDUCATION

2000

### CROP SCIENCE WITH AN EMPHASIS IN APPLIED BIOTECHNOLOGY

California Polytechnic State University

Performed senior project work and an additional internship researching the Tobacco Mosaic Virus and its effect on crops in the nightshade family.

2019

### INTERACTIVE DIRECTOR

Bigwam Creative, Denver CO

2014

2014

### FREELANCE WEB DEVELOPER

JiffyMedia, Denver CO

2010

2010

### DEVELOPMENT PRACTICE MANAGER

Xylem Interactive, Denver CO

2006

2006

### WEB DESIGNER / DEVELOPER

New World Restaurant Group, Denver CO

2002

Designer/Developer for two retail brands, Einstein Bros Bagels and Noahs Bagels. I also helped create the digital marketing program which included email marketing, surveys, and loyalty program integration.

2002

### WEB DEVELOPER

Powell Internet Consulting (PINT), San Diego CA

2001