

Cole Dennis

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- Project management experience at DreamWorks Animation coordinating between cross functional stakeholders to manage marketing campaign execution, asset development using CG characters, and 360 strategy planning in support of series launches on Apple TV+, Netflix, Peacock and Hulu.
- Brand experience at The Walt Disney Company and DreamWorks Animation working on marketing campaigns for iconic brands from *Mickey Mouse* and *Star Wars* to *Trolls* and *Madagascar*.
- Experience collaborating with Disney Imagineers to integrate emerging technologies including Augmented and Virtual Reality with storytelling to reinvent the children's hospital experience.
- Development experience having built multiple Virtual Reality experiences at Santa Clara University using Unreal Engine and Unity, and recently started development of iOS applications, including an Augmented Reality game on the Apple App Store ([LINK](#)) using Realitkit and ARKit frameworks.

Professional Experience

DreamWorks Animation - Glendale, CA

June 2019 - Current

Marketing Operations and Special Projects Coordinator

Liaison between marketing teams, series production, engineering teams and streaming partners to deliver effective global launches of flagship brands including *Trolls*, *Jurassic World*, *Madagascar*, and *Boss Baby*.

- Member of cross-functional launch team for NBCUniversal's new Peacock streaming platform. Successful July 2020 launch despite production delays and market challenges due to the global pandemic.
- Manage development process for custom CG animation assets, working closely with animation teams from creative brief through final approvals, used by both domestic and international broadcast partners.
- Collaborate with production teams to track animation pipeline timelines with needs of key stakeholders for 18 animated TV series with more than 37 launches in 2020, expanding streaming partnerships from Netflix to include Hulu, Peacock, and Apple TV+.
- Worked closely with engineering teams at Nielsen Research to create an innovative new process to track viewership of "interactive" non-linear Netflix specials, as well as the first-of-its-kind theatrical home premiere of *Trolls World Tour* due to closure of movie theaters across the globe.
- Manage print, digital and out of home campaigns, from maintaining deadlines to delivering assets to partners.

The Walt Disney Company - Burbank, CA

June 2018 – January 2019

Enterprise Social Responsibility Intern

Coordinated across multiple teams to deliver on the *Disney Team of Heroes* \$100 million initiative reinventing the patient and family experience at children's hospitals around the world. Program showcased cutting edge technology integrating *Marvel*, *Disney*, *Pixar* and *Star Wars* properties.

- Collaborated with the Imagineering department on development of innovative hospital experience concepts blending technology and storytelling, including Augmented Reality games and interactive RFID experiences.
- Applied training and understanding of Virtual Reality to assist with partnership between Disney and Starlight Children's Foundation on nationwide rollout of VR headsets in children's hospitals.
- Coordinated and executed multiple consumer-facing events at children's hospitals, including logistics, product selection, press releases and digital media, working with non-profit partners.
- Managed creative assets for the global *#ShareYourEars* campaign celebrating Mickey Mouse's 90th Anniversary. Activations included theme park photo walls, ESPN broadcasts, and social media filters. Results included 17.7 million social media engagements, 1.3 billion impressions and over 850 media hits, unlocking \$3 million in donations to Make-A-Wish Foundation.

GoldieBlox (STEM Toy/Media Company) - Oakland, CA**Summer 2017****Marketing and Social Media Intern**

Coordinated social media efforts building engagement for a disruptive children's media company challenging gender stereotypes and encouraging girls in science, technology, engineering and math.

- Developed creative assets to support the successful launch of viral *#BeLikeHer* video campaign which delivered over 1 million views across multiple channels and generated a successful UGC campaign.
- Supported launch of two company-owned weekly YouTube series to encourage kids in STEM.
- Created marketing asset library for use on social media channels to promote content launches.
- Analyzed email blast and social media performance to inform future spending. Identified consumer trends to incorporate into content to drive YouTube viewership and subscriptions.

The Hettema Group (Experiential Design Firm) - Pasadena, CA**Summer 2016****Business Development Intern**

- Primary job duties included researching & building consumer insights and trend analysis for location-based industry to help deliver new design clients around the world.
- Built and delivered multiple research presentations for business and creative leads.
- Implemented new CRM platform to enhance sales leads efforts.
- Created customized qualifying sales and marketing materials for RFP responses.

Virtual & Augmented Reality Experience**Academic Virtual Reality Portfolio:**

- *Project Within*: Led winning team in the first year-long VR development competition at Santa Clara University. Experience educated users through the perspective of a high school teen with social anxiety. Built entry-level understanding of the Unreal Engine 4 platform, as well as highlights and challenges of using VR to teach social-emotional concepts, and an introduction to incorporating user research to create a better design.
- *Project Museum*: VR exhibit that explored the Japanese-American experience of internment camps through the experience of a daughter of survivors. Image artifacts and 360-videos combined to tell a deeply personal story through an interactive exhibition. Further developed Unreal Engine 4 and user experience understanding.
- *Taco-logical*: Virtual Reality proof of concept game developed with student team to encourage players to think about the ecological impact of their dietary habits. Developed experience working with Unity engine, and studied how VR could be used to educate players in engaging ways.

Personal Augmented Reality App Development

- *AR Tic Tac Toe Cubed*: Developed a 3D, Augmented Reality Tic-Tac-Toe game using Apple's RealityKit, ARKit, and SwiftUI frameworks. Published on the Apple App Store in July 2020.
- *CubeSpace*: Currently developing an Augmented Reality note-taking app for iOS devices.

Education**Santa Clara University – Bachelor of Science in Commerce****June 2019**

Marketing Major, Studio Art Minor

GPA: 3.6/4.0, Cum Laude