

Cole Dennis

Glendale, CA 91203 • 608.692.8772 • coledennis@gmail.com • [linkedin.com/in/coledennis](https://www.linkedin.com/in/coledennis)

- Product development lifecycle experience at DreamWorks Animation coordinating between cross functional stakeholders from initial strategy planning to outbound marketing campaign execution in support of animated series launches across 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*.
- Personal Augmented Reality app development experience using Apple's RealityKit and ARKit, driven by passion for AR. Apps include AR note taking app *CubeSpace* ([LINK](#)) and AR tic tac toe game *AR TTT³* ([LINK](#)) on the App Store.
- Virtual Reality development experience using both Unreal Engine and Unity, managing teams and collaborating on development of 3 different VR experiences, with one winning an academic VR competition.
- Worked alongside Disney Imagineers on innovative AR & VR experiences for children's hospital rollout.

Professional Experience

DreamWorks Animation - Glendale, CA

June 2019 - Current

Marketing Operations and Special Projects Coordinator

Support complete series lifecycles from strategy development through successful global launches. Work across brand development, marketing communications, and public relations teams to define key product positioning and messages. Coordinate with engineering, 3D artists, and production teams to ensure development process aligns with corporate strategy.

- Launched more than **60** series' seasons, expanding streaming partnerships from Netflix to include Apple TV+, Hulu, and Peacock, overseeing print, digital and out-of-home campaigns.
- Manage development of custom CG animation assets through close collaboration with animation teams.
- Member of cross-functional launch team for NBCUniversal's new Peacock streaming platform ensuring a successful July 2020 product launch despite production delays and market challenges due to the global pandemic.
- Coordinated between data analysts and 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.

The Walt Disney Company - Burbank, CA

June 2018 – January 2019

Enterprise Social Responsibility Intern

Collaborated on innovative AR and VR concepts with Disney Imagineers to combine storytelling with technology for the reinvention of the children's hospital experience featuring *Marvel*, *Disney*, *Pixar* and *Star Wars* properties. Coordinated both internal and external marketing events.

- Applied academic VR training and technical understanding to assist with partnership between Disney and Starlight Children's Foundation on nationwide rollout of VR headsets in children's hospitals. Was able to break down technical concepts and explain to non-technical teammates and partners to aid in understanding and development of program.
- Coordinated and executed multiple consumer-facing events at children's hospitals, including logistics, product selection, press releases and digital media, as well as employee facing activations.
- 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.

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.
- 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.

Virtual & Augmented Reality Experience**Personal Augmented Reality App Development**

- *CubeSpace*: Developed an Augmented Reality note-taking app for iOS devices using Apple's RealityKit, ARKit, and SwiftUI frameworks. Published on the Apple App Store in September 2021 ([LINK](#)).
- *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 ([LINK](#)).

Academic Virtual Reality Development:

- *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.

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

Marketing Major, Studio Art Minor

GPA: 3.6/4.0, Cum Laude