



Peter A. Weir

writer • marketer • digital guy



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/peteralbertweir

ABOUT ME

Hello! Pleased to (kind of) meet you. My name's Peter, as indicated above. I threw my initial in there to avoid any confusion. (Would be tough trying to compete with someone whose filmography includes *Dead Poets Society* and *The Truman Show*.) For as long as I can remember, I've been drawn to the entertainment space. Although, since childhood, my attraction has undergone countless transformations—with the exception of one constant: I want to work in open, collaborative environments where one's responsibilities are manifold, and not limited to a particular discipline. Aside from my professional identity, I also enjoy reading, writing, listening to music (and podcasts), concerts, outdoor cinemas, hanging out with friends, and any excuse to go for a walk.

HARD SKILLS

- Writing/content creation
- HTML, CSS & jQuery
- SEO/SEM, PPC & Analytics
- Adobe Creative Cloud
- Microsoft Office Suite
- UX/UI design
- Copywriting, branding
- Public speaking/acting
- Research & reporting

SOFT SKILLS

- Creativity & problem solving
- Oral & written communication
- Teamwork
- Strong work ethic

WORK EXPERIENCE

Development & Distribution Coordinator (Jan. – Oct. 2018)

During my time with **Breakthrough Entertainment's** distribution and development teams, my position required a certain degree of versatility as my responsibilities varied from day to day.

- The liaising, wrangling, and actual delivery of broadcast and theatrical materials to clients worldwide
- Reviewing and approving the technical components of ongoing deals, ensuring Breakthrough was able to execute on the promised deliverables (regarding audio/visual specs)
- Poring over pitch packages submitted to the company from outside creators, be it for film, television, experiential or digital projects
- Analyze the aforementioned submissions in relation to market demand, conducting extensive research to determine whether such an entertainment property could flourish amid the current media climate
- Working closely with Breakthrough's filmmaking partners to prepare, refine, and submit film festival applications, namely via online conduits like Withoutabox or FilmFreeway
- Given my digital media background, whatever graphic design or web maintenance needs that crop up

Content Producer (May – Aug. 2017)

As **Flixel's** resident wordsmith, I was tasked with creating content in an array of mediums.

- Conceiving, researching, and drafting articles to publish on Flixel's blog, tackling subjects imperative to the company's brand (i.e. photography, marketing, technology, and everything in-between)
- Monitor and report on blog traffic, leveraging any insights to further improve its discoverability
- Connect with and interview burgeoning cinemagraph artists and active Cinemagraph Pro users (Flixel's flagship macOS/iOS app), thus highlighting their work and sharing it with the community
- Co-produce and often host videos related to Flixel's brand and product, which were later disseminated through online platforms such as YouTube, Facebook, and Instagram
- Write copy for Flixel's suite of apps, as well as sundry social media ads and the odd print campaign

Digital Marketing Coordinator (May 2015 – Aug. 2016)

Functioning as a marketing coordinator for **Share Results**, a Montreal-based digital ad agency and affiliate provider, my duties largely consisted of:

- Client/partner relations, program management, copywriting, web development, and communications
- The management and oversight of key accounts, including Scotiabank and Ding.com, where I assisted with online acquisitions through online channels

EDUCATION

Master of Digital Media (Aug. 2017)

Specialization: UX Design + Digital Storytelling
Yeates School of Graduate Studies, Ryerson University



Bachelor of Commerce (May 2015)

Marketing major + Film Studies minor
John Molson School of Business, Concordia University

