

Peter Hootman

Head of Production | Creative Producer | Creative Operations Leader
San Francisco Bay Area · 925-381-6310 · peterhootman@gmail.com · peterhootman.com

PROFESSIONAL SUMMARY

Head of Production and Creative Operations leader with 12+ years of experience building, scaling, and operating in-house creative production teams within high-growth technology companies. Proven track record designing production systems and workflows, managing \$12M+ annual budgets, and delivering high-quality creative across brand, product, and performance marketing. Deep experience spanning live-action production, post-production, motion design, and emerging AI video workflows. Known for bringing operational rigor, sound creative judgment, and calm leadership to fast-moving, ambiguous environments through close cross-functional collaboration.

CORE SKILLS

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| • Creative Production Leadership | • Budget Management & Financial Forecasting | • Cross-Functional Collaboration |
| • Creative Ideation and Development | • Agency & Vendor Partnerships | • Marketing & Brand Production |
| • Production Operations & Workflow Design | • Live-Action Production | • Contracts, Licensing & Union Agreements |
| • Creative Studio Scaling | • Post-Production & Motion Design | • Production Technology & Infrastructure |
| • Organizational Design & Team Development | • AI Video Workflows | |

PROFESSIONAL EXPERIENCE

Head of Production, Director — Intuit Credit Karma | Oakland, CA September 2023 – Present

- Serve as senior member of marketing leadership, owning creative production strategy, operations, and execution across multiple teams and initiatives
- Re-architected production organization into four functional groups: Content Studio, Motion Design, External Production, and Production Operations
- Increased creative output by 30% year-over-year through workflow optimization and production-led creative processes while maintaining a flat year-over-year budget
- Manage \$12M+ annual creative production budget, including forecasting, vendor spend, and internal resource planning
- Championed adoption of AI video tools, aligning stakeholders on governance, risk management, and production standards as well as MCP driven workflows and AI assisted tool creation
- Built and launched a new internal production studio in Charlotte, NC to support scalable digital and social content creation, currently expanding into a Virtual Production volume studio
- Partner closely with brand, marketing, creative, legal, finance, and procurement teams to translate creative briefs into executable production plans
- Drive continuous improvement through testing and experimentation, reallocating resources toward higher-impact creative initiatives

Head of Production, Senior Manager — Credit Karma | San Francisco, CA January 2018 – August 2023

- Built and scaled Credit Karma’s in-house creative production organization into a fully verticalized internal creative agency supporting brand, product, and performance marketing
- Led production operations through the company’s transition to becoming a public entity under Intuit, adapting workflows to increased legal and operational scrutiny
- Produced 60+ national TV campaigns and high-volume digital, OTT, and social campaigns across multiple product lines
- Designed and implemented end-to-end production workflows in close collaboration with creative, strategy, marketing, legal, and finance leadership
- Managed complex budgets, forecasts, timelines, RFPs, SOWs, and licensing agreements
- Established and maintained long-term partnerships with top-tier production companies, post houses, animation and VFX vendors
- Hired, coached, and developed producers, editors, and motion designers, setting performance goals and career growth plans
- Built and maintained internal post-production pipelines and expanded in-house production capabilities

Digital Production & Motion Graphics Manager — Credit Karma | San Francisco, CA

August 2017 – December 2017

- Led social and digital production team responsible for pre-roll advertising and branded content
- Produced creative for YouTube, Facebook, and Credit Karma owned channels
- Delivered member-facing content for Credit Karma website and mobile app

Senior Producer | Motion Designer — Credit Karma | San Francisco, CA

September 2016 – July 2017

- Managed agency relationships and launched Credit Karma brand campaigns in Canada across multiple national TV executions
- Produced U.S. TV campaigns supporting brand growth and acquisition
- Developed internal post-production workflows and motion design standards
- Supported Credit Karma rebrand across TV, digital, and social channels

Producer | Motion Designer — Credit Karma | San Francisco, CA

April 2015 – September 2016

- Wrote, produced, and edited direct-response television campaigns supporting core product messaging
- Supported acquisition growth through high-performing direct-response TV advertising
- Partnered with production companies to manage bids, budgets, and creative execution
- Provided motion design, finishing, and post-production expertise across campaigns

Director | Producer | Editor | Motion Designer — Freelance | San Francisco, CA

January 2009 – May 2015

- Delivered end-to-end creative production services for technology and media clients, owning concept development through final delivery
- Clients included Hulu, Meraki, Credit Karma, Lookout Security, Voxer, Lumoid, and Sunshine

Senior Motion Designer — Common Sense Media | San Francisco, CA

April 2013 – April 2015

- Led creative development and motion design for internal video department
- Produced video content for product marketing, education, public service, and policy initiatives
- Created partner content for Xfinity, DirecTV, Yahoo!, and AOL

Creative Director of Motion Design — ALCHEMYcreative | San Francisco, CA

October 2012 – March 2013

- Led creative development and execution for motion design projects
- Managed project timelines, client expectations, and freelance talent

Motion Designer | Editor — ALCHEMYcreative | San Francisco, CA

September 2009 – September 2012

- Concepted, designed, and animated motion graphics for games, branded content, commercials, and explainer videos
- Produced live-action shoots including broadcast commercials, product launches, and documentary content
- Clients included Cisco, Nokia, EA, Adobe, SEGA, Whole Foods, IGN, BitTorrent, SurveyMonkey, Ubisoft, and others
- Maintained post-production pipelines and contributed to company branding and website development

EDUCATION

Bachelor of Fine Arts (BFA), Motion Pictures & Television – Post-Production

Academy of Art University | San Francisco, CA

SIDE QUESTS

WantHave.app — Built a full-stack shopping lifecycle web app and browser extension (Next.js, Prisma, Vercel) that organizes purchases around a want → buy → wait → have flow, from solo concept through production launch. Utilizes AI to parse and organize purchase emails.

whatthegif.com — Built a fully client-side video-to-GIF converter that runs entirely in the browser, performing all video decoding and GIF encoding locally with no server uploads or backend processing.