



JORDAN.PETERSON@ORIGINCREATIVEGROUP.COM
407.748.4242

JORDAN PETERSON

CREATIVE. WRITER. LEADER.

PORTFOLIO

WWW.JORDANPETERSONCREATIVE.COM

EDUCATION

UNIVERSITY OF TEXAS

2000 - 2004

SCREENWRITING

ADDITIONAL SKILLS

- PREMIERE PRO
- AUDITION
- AFTER EFFECTS
- FINAL DRAFT
- PHOTOSHOP
- KEYNOTE
- POWERPOINT

ORGANIZATIONS

MENSA

SAFD

BMI

AWARDS



WORK EXPERIENCE

AUG 2023 - FEB 2024

EXECUTIVE CREATIVE DIRECTOR

HEARTLAND CREATIVE ENTERTAINMENT

- Designed the entire creative entertainment vision, including over 25 atmosphere Shows, Parades, and Spectaculars for the American Heartland Theme Park project.
- Built a diverse team of industry professionals to execute the intended creative vision
- Partnered with Ops and Merch in order to create a world class and viably executable Theme Park program

MAR 2016 - JUL 2023

SR. SHOW DIRECTOR | WRITER

DISNEY IMAGINEERING - LIVE ENTERTAINMENT

- Lead creative teams of various size and scope in the development of award winning live entertainment.
- Created treatments, scripts, and show concepts for spectaculars, shows, parades, events, and attractions.
- Guided a diverse selection of creative disciplines, including Choreography, Casting, Art, Music, Media, etc.
- Represented and served as the primary pitch person for new concepts with Global leadership teams.
- Oversaw the implementation or creative visions, including rehearsals, technical installs, and asset production.

JUL 2023 - PRESENT

WRITER

THE MUPPET STUDIO

- Script Writer and Concept Development for live Muppet Shows, Parades, and Special Appearances

JUN 2010 - JUN 2017

SHOW DIRECTOR | WRITER

UNIVERSAL STUDIOS HOLLYWOOD

- Similar scope as Disney Imagineering role.

JAN 2014 - JUN 2017

OWNER | CCO

ORIGIN CREATIVE GROUP

- Founded and built a lucrative production company which focused on the development, production, and execution of creative content for variety of luxury owner operators, like Caruso Properties, Disney, Nickelodeon Resorts and the like.
- Served as both primary creative and lead producer.

JUN 2008 - JUN 2012

FIELD PRODUCER

NBC, SPIKE TV, MTV, TRUTV

- Lead the film team on the ground ensuring both creative and production milestones were reached and documented each night.
- Drove both the story development, content, and capture of media.
- Produced clip packages, summarized and edited stories, and documented deliverables every week for the in house Executive team.

JUN 2007 - JUN 2011

CASTING

MIRAMAX, FREEMANTLE, SHED TV

- Oversaw outreach, scheduling, and talent identification for a variety of projects.
- Created pitch one pagers for each reality casting candidate.
- Served as the liason between Agencies, such as WMA and CAA, and the head of Casting.

CREATIVE PROJECT SELECTIONS

- ROGERS: THE MUSICAL, Disney California Adventure
- WONDROUS JOURNEYS SPECTACULAR, Disneyland
- MAGIC HAPPENS PARADE, Disneyland
- WIZARDING WORLD OF HARRY POTTER: GRAND OPENING, Universal Studios Hollywood
- OOGIE BOOGIE BASH, Disneyland
- SAN DIEGO ZOO CENTENNIAL, San Diego Zoo
- VILLAINS GROVE, Disneyland
- AFTERNOON AFTER DARK FIREWORKS, Disneyland
- POPUP DISNEY, Disneyland
- CELEBRATE THE NITE FIREWORKS, Disneyland
- SINBAD'S ADVENTURE, Motiongate Dubai
- WALKING DEAD GRAND OPENING, USH
- MISSION BREAKOUT GRAND OPENING, Disneyland
- AULANI 10th ANNIVERSARY, Aulani Resort
- SHREK 4D PRE SHOW, USH
- OPENING CEREMONY FASHION SHOW, Disneyland
- GRINCHMAS, USH
- DESCENDANCE, Disneyland
- TRANSFORMERS, USH
- AVENGERS CAMPUS STUNT SHOW, Disneyland
- TROLLS LIVE TOUR, Nickelodeon
- HAWKEYE STUNT SHOW, Disneyland
- CITYWALK CHRISTMAS, Universal Studios Hollywood
- TMNT LIVE TOUR, Nickelodeon
- A TOUCH OF DISNEY, Disneyland
- LA'S PROMISE GALA, LA Promise
- STAR WARS NITE, Disneyland



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creative development | writing