

PETE GUZZO, MBA

EXECUTIVE PRODUCER | VIDEO STRATEGY | EDITORIAL OPERATIONS | AUDIENCE GROWTH

www.peteguzzo.com | pg2@peteguzzo.com | 813-477-0003 | www.linkedin.com/in/peteguzzo

EXECUTIVE PROFILE

Executive Producer and content operations leader with 20+ years building high-volume video systems across broadcast, streaming, live shopping, branded content, documentary, social, and field production. Proven ability to sit at the intersection of editorial vision, audience strategy, production discipline, and business outcomes. Experienced leading layered teams, shaping scripts and edits, managing budgets and deadlines, developing new formats and series, and turning complex business, commerce, lifestyle, and culture stories into compelling video that drives engagement and revenue.

FORTUNE-ALIGNED STRENGTHS

Editorial + Audience Strategy: Define video lanes, series concepts, YouTube/on-site programming, daily-show formats, and retention-focused storytelling frameworks.	Team Leadership: Hire, mentor, direct, and empower producers, editors, field teams, freelancers, talent, and cross-functional stakeholders under tight deadlines.
Business Storytelling: Translate commerce, economics, brand, entrepreneurship, retail, consumer behavior, and executive narratives into accessible video formats.	Live Events + Studio Production: Produce live and event-driven content, podcasts, livestreams, remote workflows, and field pieces from pre-production through final delivery.
Creative Notes + Post: Elevate scripts, story structure, edits, pacing, audience hooks, retention, clarity, and platform-native packaging.	Operations + KPIs: Build production systems, manage budgets, improve throughput, control quality, and align editorial output with measurable goals.

CORE EXECUTIVE PRODUCER COMPETENCIES

Executive video leadership • editorial judgment • daily/weekly programming • field features • explainers • video podcasts • live events • YouTube strategy • social platform adaptation • script development • edit notes • audience retention • producer mentorship • hiring and team development • KPI ownership • newsroom/editorial collaboration • commercial/sponsorship coordination • budget management • production insurance, E&O, COIs, SAG/IATSE awareness • AI-assisted production workflows

CAREER HIGHLIGHTS

SVP Marketing & Strategy | Studio Operations / Principal Strategist | Shear Enterprises Inc. / Rhonda Shear Intimates & Shear Studios | 2024-Present | Tampa / St. Petersburg, FL

Senior strategist and production operations lead across a global commerce brand and an 11,000 sq. ft. multi-studio facility. Partner directly with executive leadership to align creative, commerce, production, studio operations, and revenue growth into scalable systems.

Lead content strategy across eCommerce, Amazon Live, livestream platforms, studio content, social, and branded storytelling with a focus on conversion, brand equity, and repeatable production systems.

Designed and operationalized Shear Studios, including soundstages, podcast/influencer suites, live-shopping environments, remote production workflows, and scalable booking/client support processes.

Oversee scripting, creative direction, production planning, post-production, and final delivery for content that must connect storytelling with measurable business performance.

Build partnerships with agencies, production partners, creators, and client brands to expand revenue pipelines and diversify studio utilization.

Use AI tools and workflow systems to speed development, planning, edit prep, research, content packaging, and operations without sacrificing judgment or quality.

Founder / VP of Production & Integrated Content Strategy | Kestum Bilt | 2015-2024 | Tampa, FL

Founded and led a full-service production company specializing in branded content, commercials, integrated campaigns, and cross-platform video for B2B, B2C, and D2C markets.

Grew revenue from \$0 to \$1M+ annually, sustaining approximately \$750K average revenue with a 66% client retention rate.

Executive produced complex national campaigns for brands including Navy Federal Credit Union, Seiko, Dick's Sporting Goods, Wawa, Hilton Hotels, and others.

Led the national Seiko/Jimmie Johnson campaign across five jurisdictions with 80+ crew and a high six-figure production budget, overseeing field production, logistics, compliance, and final delivery.

Managed producers, editors, crews, vendors, freelancers, client stakeholders, budgets, schedules, creative development, and delivery across simultaneous projects.

Improved post-production turnaround by 15% and production efficiency by 10% through staffing, workflow, and process upgrades.

Expanded multicultural market work through agency partnerships and 30+ Hispanic-market projects.

Director of Content & Integrated Producer | HSN / Qurate | 2013-2016 Full-Time | 2016-Present Contract | Tampa, FL

Led creative strategy and high-volume content production for one of the largest live television retail networks, bridging live broadcast, branded content, social, ecommerce, talent, merchandising, and marketing goals.

Produced 40+ campaigns annually across lifestyle, culinary, fashion, consumer, and tech verticals for broadcast, social, streaming, and ecommerce distribution.

Created branded experiences and segments for Ford, Margaritaville, celebrity chefs, national talent, and strategic partners.

Produced livestreams and high-converting segments that generated a 25% lift in featured product sales.

Collaborated with marketing, product, merchandising, creative, talent, and production teams to shape stories that were entertaining, useful, and commerce effective.

Led cause-marketing initiatives for HSN Cares, Habitat for Humanity, and UNICEF, translating mission-driven stories into high-impact media.

Film & Content Director / Integrated Creative Producer / New Business Development | Tampa Digital Studios | 2006-2013 | Tampa, FL

Directed creative production, new business, and client delivery for a full-service film and video company serving broadcast, social, branded, and commercial content needs.

Oversaw concept-to-delivery execution for 100+ campaigns, earning multiple Telly Awards and National Addys.

Secured and served major brand clients including Transitions, Dell, 3M, Purina, and Hoveround, driving more than \$3.5M in total production revenue.

Improved team efficiency by 30% and reduced production time by 35% through crew structure and workflow redesign.

DOCUMENTARY, EDITORIAL & DEVELOPMENT WORK

Developing and producing documentary and long-form storytelling projects, including Unrested, with emphasis on character-driven narratives, social relevance, packaging, pitch development, and partner alignment.

Mentor young creators and producers on portfolio development, production discipline, storytelling, client readiness, and how to turn creative ambition into usable professional skills.

Operate comfortably as embedded leadership inside agencies, brands, media companies, production teams, and founder-led environments that require decisiveness, clear communication, and rapid problem solving.

EDUCATION & TOOLS

MBA, Marketing & Project Management - University of Tampa, Tampa, FL

BS, Film & Visual Communications - University of Tampa, Tampa, FL

AI / Production Workflow Tools: ChatGPT, Codex, Gemini, Runway, ElevenLabs, DaVinci Resolve AI tools, Descript, Make, Hex, Perplexity, iZotope RX, project management and analytics workflows.

SELECTED VIDEO LINKS

Five selected video samples to be inserted or submitted separately: field feature, explainer, video podcast, live/event production, and business/commercial storytelling sample.