Pete Gosling

Creative Technologist

NEW YORK METRO · OPEN TO FULL-TIME, HYBRID OR REMOTE

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Portfolio: gosling.pro

GDS PRO, client portal: gds.pro · DesignTech, AI platform: designtech.ai

SUMMARY

I build AI production systems and use them to run my own creative studio. Interactive and ad technology from Flash applications to one of the first VPAID video-ad platforms. Hands-on in the code, with creative direction and team leadership behind it.

SELECTED RESULTS

4,000+
client projects delivered by a team of five at Gosling Media, on automated workflows.

$10M
On the BIG Language Solutions engagement, the team was responsible for $10M in revenue, increased website lead volume by 65% and increased pipeline average deal value by 105% YoY.

5 acquisitions
Led branding and marketing integrations for five acquired companies across MediaMath and the later BIG Language Solutions engagement.

EXPERIENCE

Creative Technologist & Creative Director

Gosling Media (Independent) · New York Oct 2018 – Present

Clients include Dataiku, Egnyte, Botify, Pelico, FADEL, ArcSpan, TrueData, AdLib, SeamlessChex, Octane11, FlowX.AI, Symitri and BIG Language Solutions.

- Built **DesignTech** from the studio's production work for FADEL and Validus, now clients alongside Octane11 and Symitri: agents produce on-brand decks, documents, graphics, video and audio from a company's own material. Cleared security onboarding for a FINRA-regulated client.
- Designed DesignTech's architecture on Cloudflare: an isolated store per workspace, workflows that retry and resume after a deploy, and a model gateway and call ledger across Anthropic, OpenAI, Google and ElevenLabs that records the tokens, duration and cost of every call.
- Fine-tuned Llama 3.2 3B as DesignTech's brief reader on 1,893 client briefs (Oct 2026): category accuracy rose from 46% to 85% on 125 held-out briefs, ahead of a prompted Llama 3.3 70B on all five accuracy metrics at a quarter of its latency.
- Built **GDS PRO**, the studio's client portal, replacing Bubble and Airtable: an AI interview completes each brief and each request becomes a quoted project.
- Added versioned proofs, automated delivery checks, hours balances, timesheets and PDF reports to GDS PRO.
- Ran the agency on automation from day one: Zapier workflows for intake, proofing and delivery, with 20+ tasks handled per project; custom WordPress plugins for clients.
- Led BIG Language Solutions' global marketing strategy, directing multi-disciplined teams on website, SEO and lead-generation work; built automation that generates sales collateral from their website.
- Built document automation for a law firm in n8n: a lease and a billing statement in, amounts and renters' rights calculated, legal letters out for staff review. About 100 letters a week at 10 minutes each, down from 30 or more; trained the staff to run it.

VP, Global Creative

MediaMath · New York Mar 2014 – Dec 2018

In-house creative at a programmatic advertising technology company.

- Worked in dynamic creative optimization (DCO): consulted for companies including IBM on creative strategy and led MediaMath's own programmatic campaigns.
- Built the in-house creative team from the ground up, focused on B2B SaaS.
- Led the rebranding of the company's product and brand portfolio.

Creative Director

Maker Studios (acquired by Disney) · New York Sep 2013 – Mar 2014

– Developed custom advertising and branded entertainment with the sales team, and established workflows and processes across departments during Blip's acquisition.

Creative Director

Blip Networks (acquired by Maker Studios) · New York Jul 2010 – Sep 2013

– Developed the advertising technology for Blip's interactive video ads, one of the first platforms to implement VPAID.

– Designed ad units built around engagement, combining social media, submission forms, APIs, database connections and multiple videos.

– Promoted to the management team in June 2012, overseeing the Creative Services team that built custom advertising solutions.

Web Designer / Developer

Vibrant Media · New York Oct 2009 – Jul 2010

– Built custom advertising solutions and websites, plus sales and marketing materials and tools.

Designer

Realbuzz.com · Chester, UK and New York Aug 2004 – Mar 2009

– Built Flash applications, websites, graphics and advertising.

SKILLS

AI AND AGENTS
Claude, OpenAI, MCP, agent design, Llama 3.2, LoRA, Workers AI, Vectorize, knowledge graphs, model fine-tuning

ENGINEERING
Writes PHP, JavaScript, MySQL, HTML and CSS; builds systems on TypeScript, React, Node, Cloudflare Workers, Durable Objects, Workflows, R2, Containers and APIs

AUTOMATION
Zapier, n8n, Airtable, Slack, Motion (task management), marketing automation and integrations

AD TECH
VPAID, interactive video ads, dynamic creative optimization (DCO), programmatic

LEADERSHIP
Creative and art direction, brand and design systems, martech, B2B SaaS, building and managing creative teams

EDUCATION

Bachelor of Arts, Media Production

Northumbria University · Newcastle-Upon-Tyne, UK

Filmmaking; specialized in Animation.

BTEC, Art & Design

West Cheshire College · Chester, UK