

Justin Peters

Creative Director · Brand Systems, Content Operations, and Campaign Production

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SUMMARY

Senior creative leader with 6+ years scaling brand creative for Andretti Indoor Karting & Games through a 4-to-16 location national expansion. Designer, video producer, web and app builder, and team mentor with the rare ability to operate across creative direction and the technical stack. Recently designed, built, and shipped a consumer mobile app (Scovl, live on iOS and Android in April 2026). Marketing Director background in firearms and e-commerce with major-retailer partnerships and 1,000%+ traffic growth. Currently consulting on content and marketing automation for a healthcare compliance firm.

EXPERIENCE

Andretti Indoor Karting & Games · Creative Lead

Aug 2019 to Present · Orlando, FL

National entertainment brand spanning 16 locations and counting.

- Lead creative for a national brand that scaled from 4 to 16 locations, supporting 12+ store openings with the full creative stack: coming-soon graphics, grand opening collateral, signage, in-store decor, gift cards, arcade play cards, go-kart decal packages, and digital price screens.
- Own creative for quarterly national campaigns plus a year-round mix of seasonal, holiday, evergreen, value, group sales, and event promotions. Currently leading a summer pass campaign across 20+ stadium placements.
- Built and mentored the creative team across video, photography, and graphic design. Established workflow standards, file naming conventions, and reusable-asset practices that improved turnaround and reduced outsourcing.
- Sourced and implemented MediaValet (DAM), built the asset library architecture, and improved brand consistency company-wide.

Scovl · Founder, Designer, and Developer

Apr 2026 to Present · scovl.app

- Designed, built, and shipped a consumer mobile application to the iOS App Store and Google Play using React, Supabase, and Netlify.
- Owned every stage of the launch: brand identity, UI and UX, full-stack implementation, deployment, app store submissions, and post-launch iteration.
- Rolling out marketing and growth strategy following a closed validation phase.

BHM Healthcare Solutions · Marketing and Content Consultant

2025 to Present · Remote

- Content, marketing, and editorial support for a healthcare policy and regulatory consulting firm serving payers, providers, and government agencies.
- Produce executive briefs, news roundups, and SEO-optimized articles covering CMS, Medicare Advantage, Medicaid, and HHS / OIG regulatory developments.
- Built and operate a daily AI-assisted healthcare news intake and publication workflow (Slack digest, WordPress draft, editorial review).

EAA Corp · Marketing Director

Apr 2015 to Aug 2019 · Florida

Firearms import company. Led all marketing functions for the company and a launched sub-brand.

- Drove **1,000%+ website traffic growth in two years** through SEO, content strategy, and digital advertising.
- Negotiated wholesale and merchandising contracts with major national retailers including **Cabela's and Walmart**.
- Secured feature placements in **NRA publications and major firearms industry magazines** through earned media and PR.
- Launched **ABDO**, a concealed-carry sub-brand, including packaging design, supplier sourcing, and a smart / IoT product variant (negotiated SIM and GPS service contracts).

Carlson Restaurants Worldwide · Corporate Trainer and Flair Bartender

2005 to 2012

Multi-year corporate hospitality training experience.

CAPABILITIES

Creative direction and production. Brand systems and identity, multi-channel campaigns across print, digital, and environmental media, video production and post, photography, motion graphics, sound design.

Web and e-commerce. WordPress, Elementor, Magento, React, Supabase, Netlify. Squarespace, Wix, Joomla.

Automation and AI. Make, MCP integrations, AI-assisted content workflows, generative AI tooling (Claude, ChatGPT, Firefly), AI voiceover (ElevenLabs, Polly).

Adobe Creative Suite. Photoshop, Illustrator, InDesign, Premiere Pro, After Effects, Lightroom, Audition, Media Encoder, Firefly. Figma.

Marketing operations and analytics. SEO, Google Analytics, Google Ads, KPI reporting. Mailchimp, Constant Contact, MailerLite. MediaValet (DAM).

Leadership. Team hiring, training, and mentorship. Creative workflow design. Cross-departmental partnership.

EDUCATION & LANGUAGES

Valdosta State University · Communications coursework. | **Languages:** English (primary), Spanish (intermediate, conversational).