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NATE OLIVER

PRODUCT MARKETING LEADER
3D & AI-NATIVE CREATIVE
GO-TO-MARKET STRATEGIST

CORE 3D & CREATIVE SKILLS

- 3D Character Modeling & Texturing
- ZBrush / Blender / Maya
- Character Design & Sculpting
- Concept Ideation & Art Direction
- Visual Storytelling
- Brand Systems

AI + GENERATIVE WORKFLOWS

- Midjourney / Stable Diffusion / ComfyUI
- Multimodal AI Pipeline Development
- Character Consistency Workflows
- Script-to-Video Production
- LLM & Agentic AI Workflows
- Figma

MARKETING & GTM

- Go-to-Market Strategy
- Product Positioning & Messaging
- Audience Development & Persona Research
- Campaign Strategy & Execution
- Educational Content Development
- Sales Enablement

EDUCATION

BACHELOR OF SCIENCE

Media Arts & Animation
Dean's List - GPA 3.89

Art Institute - Los Angeles

2004 - 2007

SUMMARY

Product marketing leader and working 3D artist with 30+ years building brands from concept to connection — spanning Hollywood character production, AAA game development, and full-stack go-to-market strategy. Proven track record of 0→1 launches, audience development, and translating complex AI-powered tools into compelling market narratives. Currently active as a character sculptor in ZBrush and Blender on a confidential entertainment project, with hands-on experience across multimodal AI workflows spanning concept ideation, character consistency, 3D generation, and script-to-video pipelines. Drove 400% revenue growth at Vulcan Vents and directed the full launch of FireStorm Building Products.

EXPERIENCE

HUMAN CENTERED / AI-INTEGRATED WORKFLOW

Active daily practitioner across multimodal AI pipelines spanning concept ideation, character consistency, and script-to-video production. Experienced designing generative model architectures, creation scaffolding, and AI harnesses that amplify creative team output.

MARKETING DIRECTOR | CREATIVE STRATEGIST

New Cal Metals Inc. 2019 - Present

newcalmetals.com

vulcanvents.com

firestormbp.com

- Led end-to-end go-to-market strategy for Vulcan Vents, driving 400% revenue growth over three years through integrated brand, web, print, and educational campaign initiatives
- Directed the 0→1 launch of FireStorm Building Products across all channels, owning positioning, messaging architecture, content strategy, and market analysis — translating complex technical products into benefit-driven narratives for diverse audiences
- Defined and developed distinct audience personas — architects, contractors, and regulatory bodies — creating targeted messaging and educational content that built brand trust and market authority
- Conducted live presentations, lectures, and product demonstrations as part of an education-first campaign strategy, growing web traffic to 12K monthly users
- Developed sales enablement materials including technical libraries, CAD references, and product documentation that increased brand utility and supported channel partners
- Integrated multimodal AI workflows into campaign development, content architecture, and messaging refinement to accelerate execution across all creative initiatives

MARKETING DIRECTOR, PARTNER | BRAND DESIGNER

Cloud Vapory LLC. 2013 - 2019

- Built a 0→1 brand from the ground up — developing identity, product positioning, packaging, web presence, and go-to-market strategy for a startup entering a saturated consumer market
- Defined two distinct product lines with separate visual positioning and messaging targeting different creative personas and market segments
- Drove concept-to-market execution across physical and digital touchpoints, generating \$100,000 gross revenue in year one
- Achieved international distribution in 11 countries within six months of launch through targeted GTM strategy and channel development
- Orchestrated grassroots marketing campaigns including competitive trick teams that drove boots-on-ground brand awareness
- Grew social media following to 5,000+ engaged followers through cohesive content and community-focused marketing

○ SENIOR DEVELOPER

Xerox / ASC

2011 - 2012

- Led UI/UX design for California's DHCS MMIS attestation and management systems, balancing complex technical requirements with multi-persona user needs



PRE-VISUALIZATION 3D ARTIST

Proof Inc.

2008 - 2010

- Created action-sequence previs assets, character stand-ins, and finish modeling for major Hollywood productions including Disney, Fast & Furious 4 & 5, and Hansel & Gretel: Witch Hunter
- Collaborated closely with directors and production teams to translate creative vision into production-ready 3D assets under tight deadlines



3D MODELING & TEXTURE ARTIST

Eyetrionics Studios

2007 - 2008

- Produced life-like character models and textures for **AAA games** and major film productions including **Grand Theft Auto**, Speed Racer, Dragon Ball Z, and Terminator
- Developed deep fluency in character anatomy, surface detail, and texture pipeline workflows across film, games, and commercial production

○ WEBMASTER

Sutter Health

2000 - 2004

- Architected scalable web information systems and conducted multi-persona focus group research to inform early CMS, UI, and content structure standards