



PETER PEREIRA

AI Lead Creative | Generative AI
Brand, Campaign & Presentation Systems

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TRIUMPH 62 INC.



Dear Superside Hiring Team,

I am excited to apply for the AI Lead Creative role with Superside.

My background sits at the intersection of creative leadership, brand systems, campaign execution, presentation design, digital content, motion, print, and AI-assisted creative workflows. For more than 20 years, I have helped enterprise teams, agencies, and growth-focused brands turn ideas into polished creative systems that connect strategy, execution, and business impact.

Superside's focus on high-quality creative at scale, powered by AI and delivered through a global remote-first model, strongly aligns with where I believe the creative industry is heading. The best creative leaders today are not just strong makers or directors. They are systems thinkers who can guide teams, understand clients, protect brand integrity, use technology thoughtfully, and still recognize when the human idea is what makes the work matter.

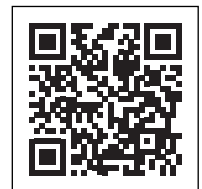
Through Whydea Inc., Triumph 62 Inc., and my enterprise work with TD Bank, I have led creative across branding, pitch decks, executive presentations, social content, landing page concepts, print collateral, internal communications, motion graphics, video, SharePoint experiences, and interactive formats. This work has required clear communication, creative judgment, brand discipline, stakeholder trust, and the ability to move from concept to execution quickly.

What I would bring to Superside is a rare combination of senior creative direction, hands-on production ability, AI curiosity, client-facing confidence, and leadership maturity. I see AI not as a shortcut around creativity, but as a creative multiplier when guided by strong taste, human empathy, and disciplined direction.

I would welcome the opportunity to discuss how my background can support Superside's continued growth as a leading AI-powered creative company.

Thank you for your time and consideration.

Sincerely,
Peter Pereira



HUE Strategic Fit Brief
Peter Pereira x Fever
90-Second AI-Assisted Overview



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Core Competencies

- Generative AI Workflows
- Creative Direction
- AI Image, Video & Voice Tools
- Brand & Campaign Systems
- Presentation Design
- Social & Digital Content
- Landing Page Creative
- Motion & Video Content
- Client Communication
- Performance-Informed Creative
- Cross-Functional Collaboration
- Remote Team Collaboration
- Creative Quality Control
- Print & Marketing Collateral
- Adobe Creative Suite / Figma

Awards

- 🏆 **2020 (OABE) Oakville Awards for Business Excellence**
Nominee / Finalist
Oakville Chamber of Commerce and the Rotary Club of Oakville

Executive Profile

AI-enabled creative leader with 20+ years of experience shaping brand, campaign, presentation, digital, print, social, motion, and experiential creative across agency, enterprise, hospitality, real estate, senior living, manufacturing, and consumer brand environments.

Combines senior creative direction, hands-on production ability, client-facing communication, and emerging AI workflows to help teams move from strategy to concept to polished execution. Experienced leading creative across branding, pitch decks, executive presentations, landing page concepts, ads, social content, video, motion graphics, print collateral, websites, internal communications, and digital content systems.

Founder of Whydea Inc. and Triumph 62 Inc., with a proven track record of building creative systems, advising enterprise stakeholders, developing campaign concepts, mentoring collaborators, and integrating tools such as generative AI, voiceover, video, automation, content systems, and analytics into modern creative workflows.

Superside-Aligned Value Proposition

- **AI-Enhanced Creative Leadership:** Uses generative AI, image tools, voiceover, video, automation, scripting, and content workflows to accelerate creative exploration, sharpen messaging, improve production speed, and support stronger creative outcomes.
- **Brand, Campaign & Presentation Excellence:** Experienced across brand identity, advertising concepts, social campaigns, landing page direction, pitch decks, executive presentations, print collateral, motion/video, and digital content systems.
- **Hands-On Maker + Strategic Lead:** Able to concept, design, direct, refine, and deliver creative across brand systems, campaigns, presentations, digital content, landing page concepts, social assets, print, and motion/video.
- **Client-Facing Creative Strategy:** Comfortable presenting creative direction, clarifying objectives, managing feedback, building trust, and connecting creative decisions to brand purpose, audience needs, and business goals.
- **Performance-Informed Creative Thinking:** Connects creative output to engagement, adoption, lead generation, audience behaviour, campaign performance, and measurable business impact.

Selected Impact Highlights

- Directed and delivered creative across branding, presentations, campaigns, digital content, print, motion graphics, websites, enterprise communications, and client-facing marketing systems.
- Supported TD Bank enterprise teams through executive decks, interactive communications, SharePoint experiences, video tutorials, internal communications, motion assets, SOPs, and digital content.
- Transformed static enterprise communications into interactive and motion-based formats, improving engagement by 40%.



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Technical Skills

Adobe Creative Suite

Generative AI Tools

Figma

AI Image / Video / Voice Tools

Presentation Platforms

Video Editing & Motion Graphics

Web & CMS Platforms

Creative Leadership

- AI-assisted creative direction
- Brand and campaign systems
- Presentation and pitch deck design
- Social and digital content
- Landing page creative
- Client-facing strategy

Education

- Sheridan Collage
Web Design
- (OCAD) Ontario College
of Art & Design
Advertising / Graphic Design

Selected Impact Highlights *continued*

- Designed and developed an interactive SharePoint site for TD Enterprise Real Estate, improving content accessibility and user experience for 250+ users.
- Built AI-assisted creative workflows across strategy, copy, visual ideation, presentation development, voiceover scripting, video concepts, campaign planning, and content production.
- Managed \$350K pre-opening marketing budgets for 15 new-build senior living communities, representing \$5.25M+ in campaign responsibility.
- Led creative services for clients and brands including TD Bank, PepsiCo, Rolex, Chartwell, Amica, The Upseat, Verve Senior Living, Briggs & Stratton, Martini House, and Emerald Lake Waterpark RV Resort.

Professional Experience

Founder / Market Strategy & Experiential Growth Lead | Triumph 62 Inc.

2023 – Present

- Built an AI-enabled creative and experiential strategy platform focused on helping brands, venues, operators, and organizations connect creative execution with measurable audience engagement and business outcomes.
- Lead creative strategy across brand systems, campaign concepts, digital content, presentation development, AI-assisted workflows, experiential marketing, audience engagement, and partner-facing materials.
- Develop AI-enhanced creative workflows using generative AI, scripting, voiceover, image/video prompts, automation, content planning, and campaign strategy to improve speed, clarity, and creative output.
- Create and refine pitch decks, client proposals, landing page concepts, brand narratives, campaign messaging, social content, motion/video concepts, and strategic marketing materials.
- Guide contractors, vendors, collaborators, and client stakeholders through creative direction, feedback, production standards, and execution planning.
- Apply performance-informed creative thinking through geofencing, digital displays, CRM, campaign reporting, audience insights, and real-time engagement strategy.

Strategic Creative Consultant (Contract) | TD Bank – Enterprise Real Estate & CAPA

April 2023 – August 2025

- Partnered directly with VP and SVP leadership across Enterprise Real Estate and CAPA to modernize communications, executive presentations, internal platforms, and employee engagement.
- Designed and produced executive decks, pitch concepts, internal communications, digital content, motion assets, photography, SOPs, video tutorials, and interactive communication formats.
- Transitioned Enterprise Real Estate communications from static PDF formats to interactive Ceros experiences, increasing readership and engagement by 40%.
- Created strategic pitch concepts including TD Collective and TD Stories, extending design leadership into enterprise storytelling, employee engagement, and internal adoption.



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Portfolio

Click the folders below to view selected work samples:

- WEBSITE**
→ triumph62.com
→ whydeainc.com
- AGENCY PORTFOLIO**
- SENIOR LIVING PORTFOLIO**
- VIDEO PORTFOLIO**
- TD ENTERPRISE PROJECTS**
→ TD Collective
→ TD Stories: The Upseat

Category Ecosystem



Professional Experience *continued*

Founder & CEO | Whydea Inc.

2011 - 2023

- Founded and operated a creative agency serving enterprise, hospitality, senior living, real estate, manufacturing, consumer product, and lifestyle clients.
- Led creative direction, client strategy, business development, project delivery, vendor management, and production across brand identity, advertising, presentations, websites, social content, video, print, signage, and marketing collateral.
- Directed \$350K pre-opening marketing budgets for 15 new-build communities, totaling \$5.25M+ in campaign responsibility.
- Delivered creative work for brands and organizations including TD Bank, PepsiCo, Rolex, Chartwell Retirement Residences, Amica Mature Lifestyles, The Upseat, Briggs & Stratton, and multiple hospitality and lifestyle clients.
- Implemented sales and marketing automation tools across client portfolios, improving lead generation, campaign tracking, conversion visibility and operational workflows.

Vice President of Sales | Ideal Graphics Inc.

2005 - 2010

- Directed sales and client strategy, achieving \$1M+ in annual revenue across Fortune 500 and enterprise accounts including Comark, Pink Elephant and Diversicare.
- Negotiated an exclusive contract worth \$300K and grew major client relationships by connecting marketing strategy, creative execution, print production and account leadership.
- Collaborated with design, production, and client teams to ensure quality, consistency, timeline management, and strong final delivery.

Manager of Design & Marketing | Chartwell Retirement Residences

2004 - 2005

- Led corporate creative department, brand standards and marketing communications across multiple communities, supporting sales, occupancy and national brand consistency.

References

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Additional references if needed upon request.