

PETER HOPKINS

CREATIVE DIRECTOR | INTERACTIVE STORYTELLING | PLAYER & AUDIENCE EXPERIENCE

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CREATIVE LEADERSHIP PROFILE

Creative director, producer, and interactive storyteller who leads original entertainment properties from concept through live production, release, and ongoing audience development. Founder of Ghost Light Digital Studios, directing distributed teams across original IP, tabletop actual play, editorial programming, livestreams, and community-driven experiences. Designs and facilitates player-led tabletop experiences, persistent narrative worlds, scenarios, and evolving story systems shaped by player choice and emergent behavior. Combines creative judgment with an educator's approach to actionable feedback and a quality leader's discipline in systems thinking, measurement, iteration, and continuous improvement.

CORE CAPABILITIES

CREATIVE - Creative vision, original IP, narrative direction, concept development, worldbuilding, creative feedback, cross-functional direction

LEADERSHIP & EDUCATION - Distributed teams, facilitation, talent development, adult learning, coaching, influence without positional authority

QUALITY & ITERATION - Feedback loops, audience behavior, measurement strategy, systems analysis, rapid experimentation, process design, clarity in ambiguity

PRODUCTION - Concept-to-release development, live production, editorial programming, remote collaboration, creative operations, Adobe Creative Suite

CREATIVE DIRECTION & INTERACTIVE EXPERIENCE

Founder & Creative Director | Ghost Light Digital Studios | 2019 - Present

- Set creative vision across an interconnected portfolio of original tabletop and digital entertainment properties, guiding ideas from early concept through development, production, release, and sustained live programming.
- Direct distributed performers, artists, editors, moderators, producers, and collaborators; establish clear goals and provide specific, actionable feedback while preserving individual creative ownership.
- Develop original worlds, characters, narrative systems, campaign structures, scenarios, and audience experiences centered on player agency, consequence, and emergent storytelling.
- Use qualitative community response and platform signals - including retention, watch time, returning-viewer behavior, and engagement - to evaluate creative choices and iteratively improve programming, packaging, and production workflows.
- Built a multi-platform entertainment ecosystem reaching more than 2.8 million lifetime views and 15,000 audience members; metrics are integrated into accomplishment evidence rather than presented as promotional stat tiles.

Creator / Executive Producer / Game Master / Experience Director | Oathfyre

- Lead an ongoing player-driven Daggerheart experience in an original persistent fantasy universe, designing factions, conflicts, challenges, consequences, and evolving world states around player choice rather than predetermined outcomes.
- Direct two independent player groups whose actions affect a shared world, continuously adapting future sessions around emergent behavior while maintaining narrative, thematic, and production cohesion.
- Facilitate an iterative experience loop: observe player decisions, diagnose pacing and clarity issues, adjust story architecture and challenge, and test the next live experience.

Creator / Executive Producer / Game Master | The Shattered God

- Guided a 10-session serialized tabletop campaign from concept and worldbuilding through casting, preproduction, live production, broadcast, audience response, iteration, and completion.
- Established reusable production workflows, visual identity, narrative foundations, and collaborative practices that informed subsequent Ghost Light properties.

Host / Producer | You Can Certainly Try... Daggerheart

- Analyze tabletop RPG systems, mechanics, design changes, player-facing rules, and emerging play patterns, translating complex design concepts into accessible editorial programming for players and Game Masters.

LEADERSHIP, FEEDBACK & TEAM DEVELOPMENT

Senior Instructor / Chief Instructor | United States Army / Army Reserve / National Guard | *Jul 2017 - Present*

- Lead, mentor, and develop 50 junior instructors in applying the Adult Learning Model across a multidisciplinary curriculum, improving others' contributions through observation, coaching, structured feedback, and performance evaluation.
- Translate complex clinical and operational concepts into clear standards and repeatable performance in high-accountability environments; adapt facilitation to varied experience levels and evolving conditions.
- Build alignment through expertise, clarity, and trust rather than relying solely on positional authority - a leadership approach directly transferable to distributed creative teams.

Combat Medic / Medical Section NCO | United States Army | *Nov 2009 - Jul 2017*

- Led medical personnel and multidisciplinary operations across treatment, transport, emergency care, supply, and readiness functions; provided medical support to coalition forces and civilian populations.
- Managed teams of 50+ Soldiers in complex, time-sensitive environments requiring sound judgment, adaptability, and clear communication; awarded the Combat Medical Badge.

QUALITY, SYSTEMS & CROSS-FUNCTIONAL DELIVERY

Safety & Quality Consultant | Boston Children's Hospital | *Dec 2022 - Present*

- Guide complex, multi-unit initiatives by establishing shared aims, decision frameworks, stakeholder alignment, feedback loops, risk tracking, measures, implementation plans, and sustainability strategies.
- Turn ambiguous operational, safety, and experience data into clear priorities and leadership-ready narratives; influence direction across clinical, technology, operations, and executive partners.
- Apply systems and root-cause analysis to recurring problems, then translate findings into focused experiments and measurable interventions - an operating discipline that strengthens creative iteration and production decision-making.
- Lead process and information-system redesign work spanning clinical teams, IT, governance groups, and enterprise partners, balancing local needs with portfolio-level consistency.

Senior Program Coordinator / Program Coordinator II | Boston Children's Hospital | *Feb 2018 - Dec 2022*

- Managed a portfolio of 20+ concurrent initiatives, coordinating timelines, resources, reporting, and interdisciplinary communication across complex cross-functional teams.
- Built standardized workflows and leadership-facing visual summaries that made project status, risks, outcomes, and next actions easier to understand and act upon.

SELECTED OUTCOMES

- Improvement portfolio: contributed to a 418-day infection-free streak, a 28% reduction in discharge-delay days, and measurable gains in equitable interpreter-supported communication.
- Creative portfolio: sustained original, player-driven productions across development, live delivery, community response, iteration, and completion while growing Ghost Light's reach to 2.8M+ lifetime views.
- People development: led and developed 50 junior instructors using adult-learning principles, structured observation, and actionable feedback.

EDUCATION, CREDENTIALS & TOOLS

Bachelor of Science, Health Science - University of Massachusetts Boston

Certified ScrumMaster (CSM) | Lean Six Sigma Green Belt | National Registry Advanced Emergency Medical Technician (AEMT)

Creative & Production: Adobe Creative Suite | Livestream Production | Digital Publishing | Audience Analytics | Remote Collaboration

Systems & Operations: Microsoft 365 | Excel | PowerPoint | Visio | SharePoint | KPI Dashboards | Data Visualization | Structured Data Collection