

JAMES HUNTER CARTER

Los Angeles, CA | jhc@jameshuntercarter.com

Award-Winning Content Creator / Full-Stack Marketer After spending more than a decade working for the pop-culture gods (J.J. Abrams, Steven Spielberg, etc) I'm focusing on combining my expertise in marketing, psychology, and tech to shift the public discourse and empower individuals to positively impact the world. Member of the Motion Picture Editors Guild since 2007. Website: <https://www.jameshuntercarter.com>

EXPERIENCE

Netflix

2020 - Present

Mythic AI, Inc

Los Angeles, CA

Jul 2017 - Dec 2019

Self Employed

May 2014 - Jun 2017

The Ant Farm

Los Angeles, CA

Jun 2017 - Dec 2017

Transit, LLC

Santa Monica, CA

Oct 2009 - Apr 2013

Aspect Ratio, Inc

Hollywood, CA

Jun 2007 - Oct 2009

Consultant

I consult and produce various types of audio-video materials for multiple Netflix-owned projects. This includes everything from pitch videos (before a project is funded) to feature film editorial, to trailers. More info available upon request.

Founder

In 2017 I founded Mythic AI, a boutique consultancy specializing in generating insights about the collective unconscious from content on the web. After two years of working with brands such as Legendary Entertainment and Warner Brothers Entertainment, I received a lucrative offer to buy my domain name from another AI-based startup, accepted the offer, and reincorporated under a new name, while keeping my clients.

Freelance Video Producer

I produced marketing materials for many of the world's leading entertainment brands. Eventually I expanded my operation to include consulting and incorporated as Mythic AI, so that I could hire additional staff. During this time I worked with many of Hollywood's most successful directors.

Freelance Video Editor

I created high-end advertising materials and feature film editorial for major motion pictures such as Transformers: The Last Knight and Ghost In The Shell.

Creative

Created TV spots, trailers, and viral content for high-profile films and video games. Also oversaw the creation of proprietary software systems.

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AWARDS

CLIO Award

Nov 2016

The Hollywood Reporter / CLIO

My teaser for The Lego Batman Movie won a Golden CLIO in 2016.

<https://clios.com/entertainment/winner/theatrical-teaser/the-lego-batman-movie/teaser-1-13936>

Golden Trailer Award

Jun 2016

Golden Trailer Awards

My trailer for Edge of Tomorrow (aka, Live Die Repeat) was nominated for Best Action TV Spot at Golden Trailer Awards 2016.

https://issuu.com/goldentr/docs/gta16_program_web

Golden Trailer Award

Jul 2014

Golden Trailer Awards

My trailer for Star Trek Into Darkness was nominated for Best Action Trailer in 2014.

https://issuu.com/goldentr/docs/gta15_program_web

Key Art Award

Oct 2013

The Hollywood Reporter

My teaser for The Lego Movie won a Key Art Award in 2013 for Best Copywriting.

<http://beintransit.com/news/601/transit-wins-gold-at-2013-key-art-awards>

Finalist

Jun 2011

The Hollywood Reporter

My viral ad for the feature film Limitless was a Key Art Award Finalist in 2011. My concept to sell the film on the basis of its imaginary miracle drug became the center of the entire campaign.

<https://collider.com/bradley-cooper-limitless-viral/>

PROJECTS**Borat 2****Amazon**

I worked directly with Sacha Baron Cohen to produce a 10-minute trailer which was used to shop the movie around to various potential buyers. Ultimately it was sold to Amazon for \$80 million and became the #1 movie on their platform, the #1 movie during the weeks surrounding the election, and the #1 most-streamed movie of 2020, surpassing even Disney's "Mulan".

Pokémon Detective Pikachu**Warner Bros / Legendary / Pokémon Company**

Pokémon is the most lucrative entertainment brand in the world (over \$100 billion grossed since 1996), so perhaps it's no surprise that when I came aboard this project, I ended up acting as a consultant and liaison between multiple corporate entities (above), studio executives, and key creatives to contribute story, music, visual effects, and marketing materials. This included creating social content designed to reach specific demographics in various territories around the world. I also produced a promo which featured custom animation provided by the Academy

Award winning animation studio, MPC. Before the film was even released, Detective Pikachu became one of the breakout memes of 2019, and the teaser-trailer I produced became one of the most popular of 2019 - surpassing even the teaser-trailer for the final Star Wars film in YouTube views - a goal I had set for myself a year earlier. Ultimately the film grossed over \$433 million. Pokémon is the world's #1 entertainment brand and Pikachu is the world's #1 most-recognizable character. I grew up with Pokémon and Pikachu, so I was thrilled to play a role in bringing him to life.

The LEGO Movie Franchise

Warner Bros / LEGO

I created the first pieces of advertising that introduced the world to The LEGO Movie and The LEGO Batman Movie. The LEGO Movie teaser was such an overwhelming success, that Warner Bros. greenlit three additional films, launching an entire franchise that ultimately generated over \$1 billion dollars. The Advertising website/magazine Ad Age called it the "best of the decade." LEGO is the world's #1 toy brand.

PlatformKit

Startup

PlatformKit is a company I developed and founded during quarantine. It has two core offerings: an open-source software framework designed specifically for the needs of startups, (content marketing, analytics, subscriptions, etc), and a content platform which features training on e-commerce, software development, and marketing. The software is completely free. The goal is to enable premium content as a new monetization model for open-source projects.

Pop Culture Alchemy

E-Commerce

Years ago I began a practice of creating a t-shirt for each new chapter of my life, by combining a quote from pop-culture with a powerful image. After many people asked me for the shirts, I decided to release them publicly, so I connected a Print-On-Demand fulfillment center to my Etsy account and launched this e-commerce project so I can share the magic with others.

The Hero's Journey

Original TV Series

I am currently developing an original television series inspired by the works of Joseph Campbell, Carl Jung, and other great thinkers, for release on a major streaming service.

SKILLS

MARKETING SKILLS

Marketing Automation

Landing Page Design

Content Marketing

Copy Writing

A/B Testing

Branding

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MEDIA SKILLS

4K Video Production

Post-Production (Adobe / Avid)

Graphic Design (Illustrator, Sketch, etc)

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TECHNICAL SKILLS

Full-Stack Web Development

HTML 5, CSS, Javascript, Node, Vue, Serverless

Artificial Intelligence / Machine Learning

CONTACT

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