

TECHNOLOGY PROJECT LEADER / WEB SYSTEMS / CREATIVE PRODUCTION

Cross-functional technology leader connecting web infrastructure, client operations, training, and media production. Experienced translating business needs into dependable digital systems, coordinating technical and creative teams, and helping people adopt new tools with clarity. Brings the operating discipline of enterprise support, the adaptability of an entrepreneur, and more than two decades inside music and live production.

CURRENT LEADERSHIP

Director of Partner Engagement and Head Trainer

Pier2 Marketing | San Francisco, California | Remote from Tucson, Arizona | 2014-Present

CONTRACTED THROUGH FREE THE LINE LLC

CAREER PROGRESSION

Contract Web Professional → Senior Integration Manager → Manager, Customer Support Services → Technical Support Manager → Director of Partner Engagement and Head Trainer

- Leads partner-facing technical engagement, training, and project coordination across web, support, and digital-marketing work.
- Translates client goals into scoped tasks for design and development teams, removes delivery blockers, and guides projects through launch.
- Oversees hosting, staging, domains, migrations, SSL, security, monitoring, account administration, and escalated technical support.
- Builds repeatable training and operational guidance for customer-support and technical teams; administers collaboration and service platforms including Slack, Zendesk, Google Workspace, and Monday.com.
- Supports audio and video editing when campaign or client deliverables require multimedia production.

Founder and Technology and Creative Director

Free the Line LLC | Tucson, Arizona | Serving teams remotely | 2011-Present

UMBRELLA COMPANY FOR PIER2 CONTRACTING, 1ST DROP MUSIC, AND 1ST DROP ENTERTAINMENT

- Directs web development, project management, brand systems, SEO, digital marketing, and client delivery for organizations and independent creators.
- Produces audio for video and podcasts, records and produces voiceover, and creates multimedia assets that carry a consistent message across channels.
- Leads development of Mission HQ, a modern operating platform for music catalog data, governed media, publishing, websites, audience systems, and release operations.
- Directs technology, catalog, publishing, and creative operations for 1st Drop Music and entertainment work developed through 1st Drop Entertainment.
- Designs workflows that connect creative teams, structured content, automation, quality controls, and reliable public delivery without losing human judgment or brand voice.

CORE CAPABILITIES

Technical project management
Web development and operations
Hosting, DNS, SSL and SSO
WordPress and CMS administration
Customer support operations
Training and enablement
Cross-functional delivery
Audio and podcast production
Voiceover recording and production

Video editing and multimedia
AI-assisted creative systems
Catalog and publishing workflows

TOOLS AND PLATFORMS

HTML, CSS, JavaScript
WordPress, Joomla, Drupal
GitHub and version control
Adobe Creative Suite
Pro Tools and Reason
Google Analytics and Workspace
Slack, Zendesk, Monday.com
Cloud hosting and site monitoring

CERTIFICATIONS

CompTIA A+
Avid Pro Tools Certified Audio Engineer
CRAS Recording Engineer II
Treehouse Front End Web Development and Web Design tracks
Wilderness First Responder
CPR, AED and epinephrine auto-injector training

WORKING STYLE

Calm in escalations. Clear with clients. Direct with teams. Curious about new technology.
Comfortable moving between strategy, systems, production, and hands-on execution.

BEAR COLE / EXPERIENCE AND EDUCATION

EARLIER EXPERIENCE

Wedding and Events Manager and Head DJ

PeaksPro Event Services | 2016-2018

- Progressed from DJ and account management into wedding and events management, training, and Head DJ responsibilities.
- Managed DJs, photographers, and event professionals delivering weddings, corporate programs, school events, concerts, and festivals.
- Coordinated clients, schedules, production requirements, team training, and live execution in time-sensitive environments.

Entertainment Consultant

1st Drop Entertainment | Operated through Free the Line LLC | 2018-2020

- Provided event strategy, DJ services, audio systems, lighting, and production support for venues and private clients.

Technical Customer Support Supervisor and Hosting Lead

GoDaddy | 2009-2014

- Progressed from Inbound Web Consultant to Hosting Support, Customer Care Team Lead (C3 Lead), and Technical Customer Support Supervisor and Hosting Lead.
- Led teams of up to 40 representatives; handled onboarding, technical training, coaching, meetings, scheduling, performance tracking, escalations, and operational rollouts.
- Supported shared, virtual dedicated, and dedicated hosting environments while helping customers resolve web, domain, and account issues.

Audio Department Head and Audio Visual Technician

LMG Inc. | 2006-2009

- Progressed from Audio Visual Technician and Audio QC responsibilities to Audio Department Head.
- Led the Phoenix audio department and served as shift manager for large corporate events and concert-support operations.
- Authored most of the department audio handbook, standardized testing procedures, trained incoming employees, and cross-supported video, lighting, intercom, and transportation teams.

Director of Technology and Web Development

VilMark Ltd. | 2014-2015

- Planned and built a WordPress-based social network, ecommerce platform, multisite environment, referral program, and digital marketplace.

Recording Studio Internships

Saltmine Studio Complex and Studio 11

- Contributed to recording-studio research and construction; supported recording sessions, commercial spots, and voiceover production.

EDUCATION, SCHOLARSHIPS AND HONORS

DeVry University	AAS, Web and Graphic Design Dean's List and honors
Conservatory of Recording Arts and Sciences	Master Recording Program II Pro Tools certification
Arizona State University	Leadership Scholarship Program Full academic and leadership scholarship
Northern Arizona University	Technology Management coursework

Awards and scholarships include the Arizona State University Leadership Scholarship Program, National Merit Scholar recognition, the DeVry University Presidential Achievement Scholarship, Dean's List and academic honors, National Honor Society membership, and service as Student Council President.

SELECTED IMPACT

Built and led teams. Wrote training systems. Managed escalations. Launched and maintained websites. Produced recordings and live events. Connected creative work to dependable technology. The common thread is making complex work understandable, repeatable, and useful to the people responsible for delivering it.