

# Peter Mattsson

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## Film Director

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Short Films – Documentaries – Public Service Announcements – B2B Film Production  
Commercial Advertisements – Infomercials – Music Videos – Future films

Final Cut – Avid – DaVinci Resolve – After Effects – Adobe Suite – Cinema 4D – Redcine  
Black Magic Cinema Camera – Arri Alexa – RED – Phantom – Aerial film

Bilingual Skills – Multicultural Project Experience

- Treatment Proposals
- Concept Development
- Brief Creation/Presentation
- Budget Planning/Execution
- Client Needs/Target Audience Analysis
- Story Boarding
- Script Writing/Editing
- Scheduling
- Camera/Lighting/Grip
- Director of Photography
- Editing
- Color Grading
- Compositing
- Media Integration
- Client Relationship Management
- Art Director
- VFX / VFX Supervisor

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## Professional Experience

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### **FREELANCE FILM DIRECTOR**, 2012 – Present

Identify opportunities and develop partnerships with national and international production company clients, leading projects worth US\$10,000 to US\$100,000.

*Highlights include:*

- Responsible VFX Artist Future film, 2015: “Go With Me” starring Antony Hopkins, Julia Styles and more (VFX).
- Telly Award, 2015: Online commercial for DeLaval International (Director/Art Director).
- Julkalendern, 2014: Color grading 24 episodes for SVT/Tre vänner (Color Grading/VFX)
- Telly Award, 2014: Online commercial for Diabetes Tools (Director/Art Director).
- Telly Award, 2013: Online commercial for DeLaval International (Director/Art Director).
- Gold, World Media Festival, 2013: Online commercial for DeLaval International (Director/Art Director).
- Gold, World Media Festival, 2012: *Innovationsbron* (Director).
- Silver, World Media Festival, 2012: Sales promotion for DeLaval International (Director).
- Director: *7 Nation Army: Episode 1 (Never Outshine the Master)*, 2012.

### **POPULATE AB**, 2006 – 2012

Film Director/Owner (2009-2012); CEO/Owner (2006-2009)

Launched film production company and grew revenues from US\$500,000 to US\$1.5 million in 3 years. Expanded staff by 300%; oversaw efforts of 10 sub-contractors. Secured diverse client accounts, including GE Healthcare, Q-Med, Luna, and Atlas Copco Group. Recruited and hired successor CEO.

*Highlights included:*

- Partnered with Uppsala University and Vinova to create film platform for client, Q-Med, to demonstrate two-way platform for internal communications.

- Gold, World Media Festival, 2011: Online video clip for Interactive Institute (Director).
- Silver, World Media Festival, 2011: Film series for QMed (Director).
- Bona Postulata Prize, 2009: recognition for Swedish entrepreneurs with high growth potential.
- Leader of the Future Award, Swedish JCI, 2009.

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**Peter Mattsson**

**Page 2**

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**ATTRAKTION, 2005 – 2006**

Art Director

- Provided creative direction for major clients, including ICA Sweden and Gallerix, with ICA realizing 5% increase in sales in target group.

**EDITOR/FILM PHOTOGRAPHER, 2001 – 2005**

- Provided editing, filming, post-production, and project planning services for clients such as Telia Sonera, GE Healthcare, and TV4.

**SWEDISH ARMED FORCES, 2002 – 2004**

Ranger/Medic

**AMERSHAM BIOSCIENCES (GE Health Care), 1998 – 2002**

Web Developer

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**Education**

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KARLSTAD UNIVERSITY, 2010 -2011

Journalism

UPPSALA UNIVERSITY, 2006 – 2008

Economics and Law

KULTURAMA, 2002 – 2003

Film

LINDKÖPINGS UNIVERSITY, 2000

Psychology

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**Affiliation**

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Mensa International