

STEVE OLIVER

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Marketing & Technical Creative Lead

PRODUCT MARKETING · WEB · VIDEO · 3D · AI WORKFLOWS

25 years making complicated industrial products **easy to understand** — and easy to buy. Six of them marketing precision metrology at API.

01 3D ANIMATION

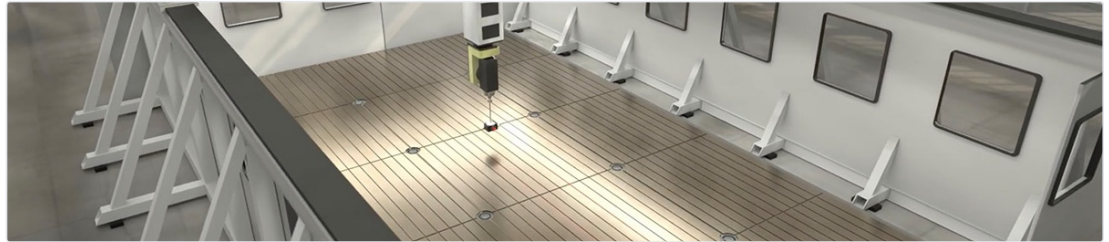
Making invisible laser measurement something a buyer can actually see.

Photoreal animation for laser trackers, Dynamic 9D LADAR, and i360 6DoF systems — built from engineering CAD and reused across sales, web, and trade shows.

MODELING · ANIMATION · RENDER
BLENDER · CINEMA 4D · KEYSHOT



SCAN TO
WATCH

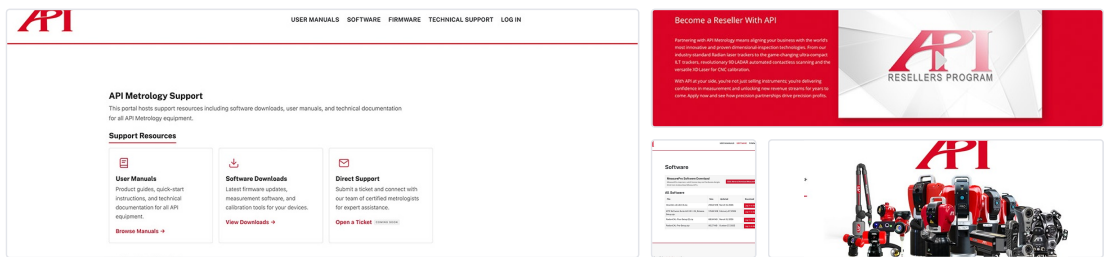


02 WEB DESIGN

Designed, built, and launched API's customer support and reseller portals.

Self-serve manuals, firmware, and software downloads for a global customer base, plus a gated reseller application flow. Structure, interface, and build.

UX · DESIGN · BUILD
WORDPRESS · HTML5 / CSS3

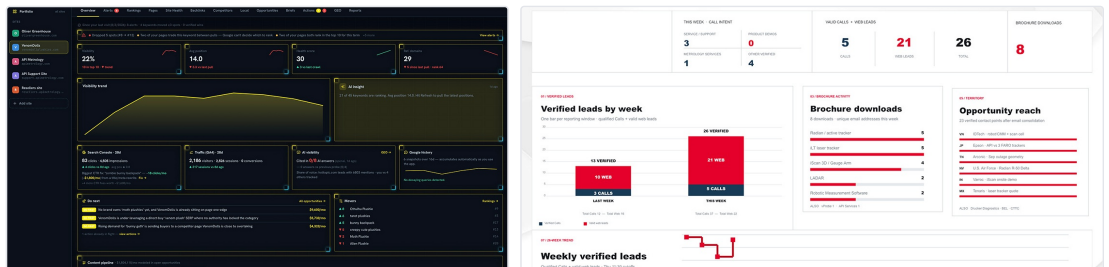


03 AI WORKFLOWS

Custom tools that do the marketing work nobody has time for.

An SEO command center tracking rankings, traffic, and AI-answer visibility across five sites — plus a weekly lead report that turns raw call and form data into one page for sales.

CONCEPT · BUILD · ROLLOUT
CLAUDE CODE · GA4 · SERP APIS



04 PRODUCT MARKETING

Engineering source material, translated into something a customer actually reads.

One-sheets, brochures, sales decks, and localized case studies — claims validated with Sales, Product, and Engineering.



05 TRADE SHOW

Booth graphics and exhibit coordination for Automate and IMTS.

Environmental graphics, signage, banners, and show collateral for booths up to 40 x 40 ft.

