

# BRIAN DOOCHIN

BROOKLYN, NY



## EXPERIENCE

- 2018 - 2024 **CO-FOUNDER, CHIEF CREATIVE & OPERATIONS OFFICER**  
*RALLY ON MEDIA*
- Built the #1 creative agency for the equity crowdfunding industry, helping clients fundraise \$230M+ (116 clients in 2024)
  - Grew the agency from \$0 to \$10M lifetime revenue and a nationwide network of filmmakers, producers, and creatives
  - Established and grew multiple accounts from \$0 to \$1M+
  - Designed and implemented production + ops processes to build a nationwide content generation machine, implementing AI / LLMs to help our team supercharge research, ideation, brand storytelling, and scriptwriting workflows
  - Pitched, wrote, directed, produced and creatively led 100+ broadcast, CTV, branded content, and social media campaigns for major brands like Grubhub, Fiverr, and Spoonful of Comfort
  - Directed dozens of A-list talent incl. actors, musicians, and athletes
- 2016 - 2019 **CO-HOST, PRODUCER, DIRECTOR**  
*NOWHERE MEN MEDIA*
- Created and starred in 150+ weekly webisodes of original content for Nowhere Men digital series, becoming top Facebook creators
  - Developed viral, purpose-driven storytelling format that drove 40M+ organic video views and built an audience of 250k+ fans
- 2014 - 2016 **CO-HOST, PRODUCER, ADVENTURER**  
*NOWHERE FAST TV SHOW*
- Co-hosted + produced 3 seasons (30 episodes) of unscripted adventure television for Lonely Planet / NC2 Media, driving and filming through 35 countries with my 2 best friends for 2 years
- 2011 - 2014 **STRATEGY & OPERATIONS CONSULTANT**  
*DELOITTE CONSULTING*
- Helped define and execute major strategic initiatives for brands like Target Pharmacy, Citigroup, Aetna, WeightWatchers, Equinox
  - Served as a key liaison between business leaders and technical teams to drive large-scale transformations

## EDUCATION

- 2007 - 2011 **WASHINGTON UNIVERSITY IN ST. LOUIS,**  
**OLIN BUSINESS SCHOOL**  
*BSBA*
- Double major in Marketing, Film & Media Studies

## ABOUT ME

I'm a strategically-minded creative operations leader who's helped companies raise \$230M+ through high-impact storytelling, while building and running a nationwide team to help me do so.

## FEATURED WORK



## CORE SKILLS

- **PRODUCTION & AGENCY OPS:** scaling creative teams + production workflows, account management
- **CREATIVE LEADERSHIP:** concept development, pitching, writing, directing, and producing multi-format content
- **BRAND GROWTH:** brand strategy, positioning, and storytelling for impact

## USELESS SKILLS

- Once held a plank for 7.5 minutes
- 210+ day NYTimes crossword puzzle streak (ongoing)
- Plant daddy to 62 happy-ish plants
- Encyclopedic knowledge of *Survivor*

GET IN TOUCH



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