

BRIAN DOOCHIN

BROOKLYN, NY



EXPERIENCE

2025 - 2026 **DIRECTOR OF CREATIVE OPERATIONS**

DAVID

- Built David's in-house creative operations and production capabilities from the ground up, producing the brand's first internally-led video campaigns
- Owned creative operations across all brand work, managing production budgets, vendors, and creative workflows spanning packaging, retail, web, organic + paid social, and photo/video
- Implemented the company's first Digital Asset Management (DAM) platform to centralize all brand-approved creative assets

2018 - 2024 **CO-FOUNDER, CHIEF CREATIVE & OPERATIONS OFFICER**

RALLY ON MEDIA (ACQUIRED BY DEALMAKER)

- Grew the agency from \$0 to \$10M lifetime revenue
- Built the #1 creative agency for the equity crowdfunding industry, helping our clients fundraise \$230M+ capital (116 clients in 2024)
- Designed and implemented repeatable production and creative operations across a nationwide team of producers, filmmakers, copywriters, editors, and animators
- Pitched, wrote, directed, and produced 100+ broadcast, CTV, and social media campaigns for major brands like Grubhub, Fiverr, and Spoonful of Comfort

2014 - 2019 **CO-HOST, PRODUCER, DIRECTOR, CONTENT CREATOR**

NOWHERE MEN MEDIA

- Created and starred in 150+ weekly webisodes of original content, generating 40M+ organic video views and audience of 250k+ fans
- 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 strategize + execute major initiatives for Target Pharmacy, Citigroup, Aetna, WeightWatchers, Equinox

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 leader who has led hundreds of brand campaigns while building the teams, production systems, and creative operations to deliver high-quality creative at scale.

FEATURED WORK



CORE SKILLS

- **CREATIVE OPERATIONS & PRODUCTION:** building and scaling in-house + agency creative systems, workflows, vendor management, and budgets
- **CREATIVE LEADERSHIP:** concept development, writing, directing, and producing multi-format brand campaigns
- **BRAND & BUSINESS GROWTH:** brand and content strategy in support of growth across DTC and retail

USELESS SKILLS

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

GET IN TOUCH



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