

Brian Dooley

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Video producer and editor with a copywriter's ear for brand voice. At Signature Cruise Experiences, produces video and audio for seven chartered music cruise brands, from promotional content to the Jazz Cruises Conversations podcast, after leading copy and brand voice standards across the portfolio. Background spans marketing management, digital asset management, social media, and freelance audio production.

EXPERIENCE

Signature Cruise Experiences, Clayton, MO

Audio/Video Production Specialist/Marketing Utility | APR 2026 - Present

Video and Audio

- Edits promotional videos, social cuts, and artist content across seven chartered music cruise brands
- Produced the Jazz Cruises Conversations podcast, including episodes, show notes, and social copy
- Organized and maintains a 9TB archive of roughly 6,000 onboard video clips by artist and program for reuse in marketing
- Created video production reference guides covering color grading, LUTs, color space, aspect ratios, and resolution standards

Marketing Systems and Tools

- Built HTML production templates and workflows that standardize copy production across seven brands and multiple stakeholders
- Developed a website grading tool that scores brand sites across a seven-category rubric, with separate scoring for general and 55+ audiences
- Consolidated pricing workbooks across seven programs into standardized, import-ready spreadsheets
- Designed a cross-program audience affinity research method to identify marketing levers for individual sailings

Lead Copywriter | SEP 2025 - MAY 2026

Copy and Brand Voice

- Wrote and managed copy across seven chartered music cruise brands, including The Jazz Cruise, The Smooth Jazz Cruise, Journey of Jazz, Top Shelf Country Cruise, Botti at Sea, and David Foster: The Hitman Cruise
- Built brand bibles for each program and a master SCE reference, keeping distinct voices separate across email, web, social, and print
- Wrote the editorial newsletter *From the Top Shelf*, edited *The Weekender* and *Jazz Notes*, and built a complete archive of all 2026 editions
- Helped build the Signature Circle, a portfolio-wide ten-tier returning guest loyalty program, including its reference documentation and launch email to past guests
- Develops pre-sail artist marketing strategy for themed sailings

2B Residential, St. Louis, MO

Marketing Project Manager / Digital Asset Manager | MAR 2023 - SEP 2025

- Managed online presence for a portfolio of 50+ communities and brands
- Led marketing projects from concept to completion, including data analysis and reporting
- Created content and managed websites and directory listings for B2C and B2B audiences
- Built data-driven processes to keep brand representation consistent across an expanding portfolio

Prison Performing Arts, St. Louis, MO

Media Producer (Freelance) / Marketing Specialist (through APR 2024) | NOV 2021 - Present

- Managed brand presence and marketing communications through April 2024 for a nonprofit arts organization
- Produces and edits promotional videos and full-length audio plays in Premiere, After Effects, and Audition

- Built communication processes for a team of remote contributors

Freelance, St. Louis, MO

Theatre Sound Designer / Audio Producer | OCT 2020 - Present

- Designs soundscapes and produces audio plays, handling recording, editing, mixing, and mastering for live and recorded media

Pro Motion, Inc., Chesterfield, MO

Chief Marketing Manager | MAY 2014 - DEC 2018

- Directed brand management, inbound and outbound marketing, and social media strategy
- Managed the ghostwriting process for the company president's best-selling book

Elasticity (Fireball Whisky), St. Louis, MO

Social Media Community Manager | AUG 2016 - MAY 2018

- Maintained Fireball Whisky's brand voice across social platforms and managed influencer engagement

gbg. (formerly goBRANDgo!), St. Louis, MO

Content Czar (Content Team Lead) | MAY 2012 - APR 2014

- Created and led the agency's content team, serving as editor-in-chief and strategist for all copy and messaging
- Edited, managed, and wrote for the agency blog, coordinating 12+ authors and publishing 5+ posts per week
- Helped launch personal branding as a premier service in 2013, with a focus on brand consistency and sustainability
- Drove development of new content products and mentored team members on career growth

Graphic Designer / Coder | APR 2011 - MAY 2012

- Combined graphic design, WordPress development, server administration, and social media management
- Also served as IT team lead (APR 2012 - JAN 2013), running server installations, migrations, troubleshooting, and tech support

SPEAKING AND WORKSHOPS

Zen Ironman Branding, St. Louis, MO

Owner | JAN 2013 - SEP 2014

- Ran a personal branding practice offering speaking engagements, workshops, and consulting
- Founded and facilitated #brandMuffins, mastermind groups where members workshoped their personal brands in real-world situations with peer and expert feedback

SKILLS

Writing and Brand: Copywriting, Brand Voice Development, Editorial, Email Marketing, Social Media, Content Strategy, Content Marketing, B2B Marketing, Project Management

Production: Video Editing, Motion Graphics, Audio Production, Sound Design, Podcasting, Graphic Design

Tools: Adobe Creative Suite (Premiere, After Effects, Audition, Photoshop, Illustrator), WordPress, Wix, Monday.com, Google Workspace, Microsoft Office, and Claude (AI-assisted workflows)

EDUCATION

Concordia University, 1997-2000

Arizona State University, 2021