

Brian Foote
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Award-Nominated Creative Lead and Post-Production Executive with 15+ years of experience enhancing brand awareness and fueling growth across diverse industries. Well-versed in balancing design, technology, and content to craft compelling narratives across successful campaigns. Trusted advisor to leadership and key stakeholders, providing subject-matter expertise, industry best practices, and innovative solutions on strategies that capture and engage audiences.

SELECT ACHIEVEMENTS

- Led large-scale virtual production initiatives for enterprise clients, including a global Palo Alto Networks digital summit supporting ~60,000 attendees and 100s of content assets.
- Built and scaled editorial operations from a solo contributor environment into a distributed production team supporting editors, freelancers, and cross-functional collaborators across multiple time zones.
- Contributed to multiple award-recognized productions, including James Beard Foundation Award-nominated programming, Daytime Emmy-nominated culinary series, and Taste Award-nominated television content.
- Supported audience growth for a high-volume digital media platform from ~30K subscribers to more than 1M subscribers while contributing to 350M+ total views and 25M+ watch hours.
- Directed workflow architecture, shared storage environments, VAM systems, and production infrastructure initiatives, including procurement and implementation of 200TB of server and storage environments.
- Increased team efficiency by 25% through workflow optimization initiatives, production standardization, and strategic process improvements supporting scalable content operations.

PROFESSIONAL EXPERIENCE

Brian Foote Creative

2026 - Present

Independent creative and post-production practice serving agencies, production companies, and direct clients.

Owner / Freelance Creative Director & Post-Production Consultant

- Own and operate Brian Foote Creative as a sole proprietor, managing client development, scoping, estimating, scheduling, production, billing, and delivery across concurrent engagements.
- Lead projects from concept through final delivery, providing creative direction, producing, editorial, motion graphics, color/finishing, and production strategy based on client needs.
- Partner with agencies, production companies, and direct clients as an embedded senior creative resource, scaling from hands-on execution to team leadership, freelancer/vendor coordination, and client-facing delivery.
- Design efficient remote post-production workflows using Adobe Creative Cloud, Frame.io, shared/cloud storage, and AI-assisted tools to support high-quality work under compressed timelines.

Two River Pictures

2011 - 12/2025

Two River Pictures is a full-service digital content and video production agency specializing in creating high-end broadcast, corporate, and commercial video content.

Vice President – Post-Production / Creative Director

- Led all post-production operations serving enterprise technology, cybersecurity, startup, private equity, broadcast, branded content, and media clients, overseeing workflows, infrastructure, production systems, and delivery standards.
- Built and scaled editorial operations from a solo contributor environment into a distributed team structure supporting editors, freelancers, and cross-functional collaborators across multiple time zones.
- Served as the bridge between creative teams, technical vendors, clients, and leadership stakeholders.
- Partnered with enterprise clients on large-scale digital production initiatives involving executive communications, investor-facing content, enterprise education tracks, virtual conferences, and branded media ecosystems.
- Led and mentored editorial teams across television series, podcasts, commercials, branded campaigns, corporate communications, and social media initiatives while fostering operational discipline and scalable standards.
- Directed workflow architecture, shared storage/cloud solutions, SaaS platforms, editorial systems, and pipelines.
- Collaborated with directors, producers, marketing teams, audio engineers, and colorists to align creative vision, production strategy, and delivery execution from concept through completion.
- Managed studio technology strategy and infrastructure procurement initiatives involving servers, storage environments, workflow tooling, software evaluation, and production systems integration.
- Oversaw vendor relationships across hardware, software, cloud, storage, and production technology providers.
- Leveraged emerging production technologies and AI-assisted workflows to improve operational efficiency and scale.

- **Key projects & accomplishments include:**

- Increased team efficiency by 25% through workflow optimization initiatives and strategic process improvements.
 - Transformed a disorganized production environment into a scalable editorial operation by implementing recurring production cadences, workflow governance, repeatable editorial frameworks, and standardized production systems.
- Managed production scaling initiatives during periods of rapid client growth and increased content demand, implementing systems that supported high-volume, rapid-turn content production environments.
- Designed and optimized VAM workflows for asset management and operational efficiency across NAS, Suite, and Frame.io environments.
- Built and executed a complete post-production facility buildout, including infrastructure planning, hardware acquisition, deployment coordination, and software licensing integration.
- Managed procurement and implementation of approximately 200TB of server and storage infrastructure supporting shared storage, cloud workflows, SaaS ecosystems, production pipelines, and editorial systems.
- Expanded company capabilities into live-stream and virtual production services during the COVID-era industry disruption, enabling continued enterprise client delivery and large-scale remote event execution.
- Scaled the LEGAL AF YouTube channel from approximately 30K-40K subscribers to >1M subscribers within a little over a year while supporting recurring monthly subscriber growth of approximately 30K-50K.
 - Increased production capacity from ~3 videos per day to 8-10 videos per day, operating 7 days per week by implementing structured scheduling systems, templated workflows, and standardized editorial processes.
 - Achieved 350M+ total views and 25M+ watch-hours.
- Partnered with Media.Monks on a global digital conference initiative for Palo Alto Networks.
 - Managed large-scale content production under complex and compressed timelines.
 - Oversaw execution for 100s of content assets supporting multiple enterprise learning tracks and approximately 60,000 attendees worldwide.
 - Supported seamless execution with no major production failures, crashes, or platform interruptions under compressed timelines and high operational complexity.
- Supported Nutanix from the startup phase through the IPO growth stage while maintaining a long-term production relationship spanning approximately 7 years.
- [Nominated for a 2011 James Beard Foundation Award in the category of Broadcast Media](#)
- [Nominated for a 2015 Daytime Emmy in the category of "Outstanding Culinary Host" for GFA](#)
- [Nominated for 2013 Daytime Emmy in the new category of "Outstanding Culinary Host" for GFA](#)
- [Nominated for the Best Food Travel Series at the 4th Annual Taste Awards.](#)

Former Content Standards Lead @ Envato

- Developed creator guidelines and production standards for project files, stock footage, motion graphics, templates, and plug-ins supporting the videohive.net marketplace ecosystem.
- Helped build and scale videohive.net during its formative growth years, contributing to marketplace structure, creator quality standards, and scalable contributor workflows.
- Contributed to the growth of Envato's creative marketplace platform before its 2024 acquisition by Shutterstock for \$245M.

Previously Editor & Motion Graphics Designer @ The Star Group

- Produced branded campaigns and editorial content for agency clients across multiple industries, delivering post-production support and visual storytelling for national marketing initiatives.
- Supported national client campaigns through editorial execution, motion graphics, and post-production workflows across fast-paced agency environments.

TECHNICAL SKILLS

Adobe Premiere Pro, Adobe After Effects, Adobe Photoshop, Adobe Illustrator, Shared Storage Environments (NAS, SAN, Cloud), VAM/DAM Systems, Frame.io, AI-Assisted Workflows, Google Workspace, Microsoft Office Suite

CERTIFICATIONS

FAA Certified Drone Pilot (Part 107)