

BRIAN LANESE

Executive Creative Director | Brand Strategy | Broadcast Transformation | Ai Creative Leadership

PROFESSIONAL SUMMARY

Multi-Emmy Award-winning creative executive with 20+ years of experience leading creative strategy, multidisciplinary teams, and large-scale brand, broadcasts, and experiential initiatives across sports and media. Providing team leadership, delivering thousands of projects annually, including oversight of budgets and initiatives driving \$1M+ in sponsor revenue impact. Recognized for building operationally efficient creative ecosystems that balance high-volume production demands with strategic innovation, brand consistency, and audience growth. Trusted strategic partner to executive leadership across marketing, production, sponsorship sales, and operations, aligning creative direction with organizational priorities, revenue goals, and cross-functional execution. Known for connecting creative vision to business performance through systems thinking, operational leadership, and outcome-driven creative strategy



WORK EXPERIENCE

2021 - Present: PGA Tour Ponte Vedra Beach, FL Manager, Art Direction & Creative Strategy

Lead creative strategy & direction for a globally recognized sports entertainment organization, connecting brand, broadcast, & content initiatives for broader organizational objectives

- Lead a multidisciplinary creative team spanning design, motion, production, editing, marketing, retail and content
- Direct strategy and execution for nearly 3K projects annually across brand, broadcast, virtual, marketing, retail, motion and live experiences
- Oversee creative budgets, aligning resources and investment with organizational priorities and business objectives
- Shape creative experiences generating \$1M+ in sponsor revenue impact partnering with executive, marketing, production, and sales leadership
- Partner with executive leadership and stake holders to translate business goals into scalable creative solutions
- Build scalable creative systems, standards and talent development practices that improve consistency, efficiency, and quality at scale
- Explore emerging technologies, and Ai enabled workflows to identify opportunities for greater creative innovation

YES Network Stamford, CT Senior Designer

- Led broadcast design and visual systems supporting New York Yankees programming and live sports
- Collaborated with producers, directors, editors, and leadership to transform programming objectives into audience focused visual experiences
- Developed scalable graphics systems supporting consistent brand expression across recurring live broadcasts and original programming

8 Emmy Awards | 14 Nominations

FOX SPORTS Los Angeles, CA | ESPN Bristol, CT | FOX BUSINESS New York, NY Motion Graphics Designer | Creative Designer

- Developed broadcast identities, motion systems, campaigns, and visual storytelling for major national and international programming
- Creative contributions included NFL Super Bowl, FIFA World Cup, MLB World Series, NBA Finals, SportsCenter, & major live sports programming
- Worked within high-volume, deadline-driven environments where creative quality, brand consistency, audience engagement, and operational execution were critical

2 Emmy Awards | 1 Nomination



CAREER RECOGNITION

10 Emmy Awards • 22 Emmy Nominations • Promax Gold & Silver Awards • Telly Award • BDA Award



EDUCATION & TECHNOLOGY

Pratt Institute Brooklyn, NY | Bachelor of Arts | Graphic Design



Adobe Creative Suite | After Effects | Cinema 4D | Illustrator | Photoshop | Unreal Engine | Virtual Production | Real-Time Design | Generative Ai
Ai Creative Workflows | Compositing | Premiere Pro | Power Point | Pro Tools | Storytelling



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