

Brian Luchsinger

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Education

Stonehill College: BA Philosophy, Easton, MA, 2016

Accolades: Presidential Merit Scholarship, Philosophy Department Teaching Assistant, VP of the Philosophy Club
Study Abroad & Extracurricular: Ireland and Italy 2014, 2015 and Stonehill Rugby Team

Experience

[distillationsbl](#), Brand/Content/Education, 2017 to present, *Content Creator*

- Communicating passion for ideas from philosophy, science, psychology, and more
- Creating content across all major platforms; IG, FB, Youtube, LinkedIn, Twitter, etc.
- Developing the writing, filming, and distributing skills needed to achieve product-market fit
- Interacting with followers regularly to better understand the target consumers
- Building brand equity and executing on long-term business objectives consistent with change

The Visual Brand, Brand Innovation Agency, Freelance Nov 2019 to Feb 2020 *Creative Strategist*

- Utilized an interdisciplinary skillset that drew heavily from past experience in entrepreneurial, early stage endeavors to deliver the client's innovation goals
- Brand strategy, ad concept ideation, product line launch, BETA customer 'retail' experience facilitation, market research, minimum viable product creation with subsequent A/B testing and focus grouping, business model creation, venture capital pitch deck creation, and copy
- Worked with local to international companies on tasks ranging from basic marketing needs to innovating novel corporate business models
- Involves logical and 'out-of-the-box' thinking with cross-departmental collaboration/communications

The Pequot Library, 2017 to 2019, *Digital Marketing Associate, Philosophy Book Club, Circulation*

- Responsible for website updates and to help coworkers become familiar with Wordpress
- Expanded the library's digital presence creating profiles and content for Youtube, LinkedIn, etc.
- Content creation for promoting programs, fundraisers, and other library events across platforms
- Started and hosted a philosophy book club that discussed complex ideas approachably
- Grew book club attendance from 1 to 12 engaged participants from the local community
- Executed circulation clerk responsibilities while developing strong customer service skills

Apex Artistry, Media Company 2017 to present, *Digital Communications Director*

- Assisted in strategizing the company's value proposition and new business ventures
- Edited/wrote copy for clients ensuring value prop consistency and relevance
- Collaboratively rebuilt first-draft ideas into coherent and distilled end products

Ludicity, Link-Sharing Application (Beta) 2016 – 2017, *Cofounder*

- Market research for ideation that incorporates industry + theoretical knowledge
- Created, tested, refined pitch for product, sought funding from angel investors (deck available on request)
- Recruited software engineer, built back-end prototype, iterated functionality
- Guerilla-testing of basic concept using alternative platforms with target market
- Plotted industry trends to find underutilized niche, forecasted large-scale technological shifts

The Westport Library, 2015 *Program Creator and Host at "The Learning and Discovery Center"*

- Was asked by Director of Innovation to host a discussion program titled "Reality Hackers"
- Generated curiosity and courage to tackle ideas from usually inaccessible technical fields
- Researched the material and organized it into a marketable, packaged presentation
- Program attendance grew throughout the summer from a handful to upwards of 20 participants