

BRIAN HOGAN

Marketing Executive | Operations Executive | Hospitality, Entertainment, F&B

Las Vegas, NV | 702-723-8118 | brian@domesquad.com | LinkedIn: <https://linkedin.com/in/OneTrueBrian/>

PROFESSIONAL SUMMARY

- Hospitality and entertainment executive with 20+ years leading brand marketing, PR, venue programming, and end-to-end operations across Las Vegas, Hollywood, and national tours.
- Builds high-performing, guest-obsessed teams; fixes revenue leaks; and stacks existing resources with modern tools (including AI and automation) to increase revenue and reduce waste.
- Known for aligning teams to a single brand standard across every guest touchpoint (digital, on-property, staff, signage, promos) and turning daily operations into marketing leverage.
- Proven impact across earned media, reputation, and revenue: \$1.5B+ campaign exposure, \$3M+ coverage on an \$85K spend, and sustained lifts in ADR, occupancy, and ancillary revenue.

CAREER HIGHLIGHTS

- Generated \$1.5B+ in press and social impact through celebrity-integration and brand programs for major consumer and tech brands.
- Administered and coordinated funds, SPVs, trusts, and investments totaling \$100M+ for HNW/UHNW stakeholders; owned contract execution and compliance discipline.
- Delivered \$3M+ in press and social coverage on an \$85K spend at a Las Vegas casino resort; improved TripAdvisor rank from #147 to #60.
- Improved hotel performance: ADR from ~\$35 to ~\$70 and occupancy from ~72% to ~91% (property reporting/estimates); increased TRevPAR by 165%.
- Produced and operated an iconic variety-show brand: \$80M+ gross revenue across 12 years, \$4.5M annual operating budget, and 1M+ tickets sold.
- Managed \$10M+ in capital investments tied to entertainment/showroom strategy and high-volume beverage operations at downtown Las Vegas properties.

CORE COMPETENCIES

Brand Strategy, Positioning, and Voice | Integrated Marketing Campaigns | Public Relations and Earned Media | Experiential Marketing | Content Strategy and Social Programming

Partnerships, Sponsorships, and Co-Marketing | Venue Programming and Talent Booking | Budgeting, P&L, Forecasting | Contract Negotiation | Vendor Management

One-Property / Cross-Department Execution | SOP and Process Design | Team Development and Culture | VIP, Celebrity, and UHNW Stakeholder Management

PROFESSIONAL EXPERIENCE

Beacher Media Group - Los Angeles, CA (Hollywood / Silicon Valley)

Chief Operating Officer | Aug 2018 - Present

Notable clients/partners: Airbnb, Lyft, GoPuff, Outdoorsy, Hard Rock, Dominican Republic tourism, Solana, Polygon.

- Lead operations, contracts, compliance, and partner execution for a celebrity-integration and brand-strategy firm bridging A-list talent, high-growth startups, and global brands.
- Designed and executed programs generating \$1.5B+ in press and social impact; build campaign storylines, guard brand voice, and drive measurable performance.
- Coordinate celebrity teams, agencies, and client stakeholders; manage approvals, timelines, deliverables, and reporting across complex partnerships.

- Administer and coordinate funds, SPVs, trusts, and other vehicles totaling \$100M+ for HNW/UHNW stakeholders; ensure disciplined governance and documentation.
- Ensure compliance across initiatives involving FTC, FCC, FINRA, SEC, and other applicable state/federal requirements; own contract structure, risk review, and execution standards.

Hooters Casino Hotel (now OYO) - Las Vegas, NV

Director of Marketing and Entertainment | Jun 2016 - Dec 2017

- Built and executed a community outreach and charity campaign producing \$3M+ in press and social coverage on an \$85K spend (15:1+ marketing value vs. spend).
- Improved reputation and market performance: TripAdvisor rank #147 to #60; ADR from ~\$35 to ~\$70; occupancy from ~72% to ~91% (property reporting/estimates).
- Ran a one-property execution model across marketing, entertainment, F&B, and operations; increased TRevPAR by 165% while strengthening repeat visitation.
- Grew ancillary retail performance (est.): sundries gross receipts ~\$300/day to ~\$700/day; merchandise revenue ~\$700/day to ~\$1,200/day.
- Produced the 'Month of Giving' community-impact video series: <https://www.youtube.com/@Lvhoots>

Globe Nightclub (Baldyga Group) - Tumon Bay, Guam

General Manager (Contract) | Jan 2018 - Jul 2018

- Led a physical and branding overhaul of a 27-year-old nightclub: layout/equipment reconfiguration, design refresh, training materials, and operational reset.
- Rebuilt marketing across social, SEO, and traditional channels targeting English, Japanese, Korean, and Chinese-speaking guest segments.
- Created and launched #Vegas2Guam to bring top-tier DJ and performance talent; supported events featuring Steve Aoki, AKB48, and Lil Jon.

The D Las Vegas / Golden Gate Casino (D-Rock Gaming) - Las Vegas, NV

Head of Entertainment (and Beverage/Operations Leadership) | Apr 2012 - Aug 2014

- Built and scaled a resort-wide entertainment strategy; managed \$10M+ in capital investments across bookings, production, AV, and a rebuilt showroom with multiple nightly shows.
- Partnered on downtown rebrand initiatives; developed experiences that drove demand and supported long-term asset value.
- Led union beverage and service teams; implemented cost controls, communications systems, and SOPs to streamline operations and improve guest flow.

Beacher's Madhouse / Beacher Media Group - Las Vegas, NV / Hollywood, CA / North America

Producer / Operator (End-to-End Show and Business Operations) | Sep 2004 - Feb 2012; Sep 2014 - Mar 2016

- End-to-end producer/operator: production, promotion, staffing, budgets, vendor management, and guest experience across venues and tours.
- Oversaw \$80M+ in gross revenue across 12 years; managed a \$4.5M annual operating budget with frequent sponsor/custom builds.
- Sold 1M+ tickets and produced two new shows weekly; curated nationally recognized talent and celebrity/VIP experiences.
- Reduced production costs by 33% to 40% while elevating premium guest experience and increasing average table spend by ~30%.
- Spearheaded design, permitting, and buildout of a custom vaudeville theater with flying rig in Hollywood; produced \$20M+ in special events for celebrities and corporate sponsors.
- Executed national touring operations (including Warped Tour and Mayhem Festival), covering 48 cities in 8 weeks and expanding brand reach.

EDUCATION

New York University (NYU) — Undergraduate coursework in Marketing and Business Organization/Management (2001)

Midlands Technical College — Cisco Network Administration coursework (1997)

University of South Carolina — Psychology coursework (1995)

CERTIFICATIONS AND TRAINING

- CompTIA A+ Certification
- ServSafe (Food Safety) — Training

AWARDS AND MEDIA

- Best of Las Vegas Award recipient (2017).
- Media spokesperson and on-record interviews across print, digital, and broadcast, including Vanity Fair; KOMP (Las Vegas); Dave & Mahoney (X107.5); Chet Buchanan (98.5 KLUC); and Power 98 (Guam).
- 500+ live emcee and spokesperson appearances for hospitality, nightlife, and entertainment events.

TECHNICAL SKILLS

Microsoft Office/365 (Excel, Word, PowerPoint, Outlook), Google Workspace, Adobe Creative Cloud

WordPress/Elementor, HubSpot, Hootsuite, SocialBee, Google Ads, Meta Ads Manager, SEO

Automation: Make (Integromat), Zapier | ADP | GPT/AI tools