

Brian Hochman

Creative Director | Designer | Brand Strategist | Business Leader

Minneapolis, MN | hochlax@gmail.com | 952-913.5497 | www.brianhochman.com

I'm passionate about helping brands grow and telling their unique stories. With over 15 years of experience as a Creative Director, Brand Strategist, and Designer, I specialize in crafting impactful strategies that blend creative direction with business development. From building engaging digital experiences to leading creative teams, my focus is always on delivering measurable results. I've had the privilege of forging strong retail partnerships, particularly with major big-box retailers, and have helped expand brand presence both online and in physical stores. Whether it's shaping brand stories, refining user experiences, or driving campaigns, my goal is always to help brands thrive in today's competitive market.

PROFESSIONAL EXPERIENCE

Director – Creative, Branding, Marketing & Content

Brian Hochman LLC - Self Employed

Apr 2013 – Present

- Provide end-to-end creative, brand, and marketing strategy for startups and established brands across sports, lifestyle, and consumer goods industries. Lead product development, content, and digital growth initiatives to drive awareness and revenue.
- Built brand identities, packaging, and storytelling across platforms.
- Directed product design and managed production lifecycles.
- Led creative campaigns, influencer partnerships, and social-first content.
- Scaled DTC and B2B efforts through UX, paid media, and SEO strategies.
- Acted as strategic advisor for go-to-market planning and business growth.

Current Clients: Dink N' Dilly Pickleball, Hoff Decking Solutions, Northstar Apparel Company, Maevyn Retail

Creative & Content Director

Epoch Lacrosse | Apr 2013 – Jan 2025

- Led the transformation of Epoch Lacrosse from a startup to a leader in the sporting goods industry, establishing a dominant presence in a highly competitive market through strategic branding, creative direction, and high-impact marketing.
- Developed and executed multi-channel creative strategies, integrating branding, UX/UI, content marketing, and e-commerce to drive sales and market penetration.
- Expanded global and national retail presence, securing key partnerships with Dick's Sporting Goods, PLL, and ESPN, elevating Epoch's brand authority and consumer reach.
- Led cross-functional teams across design, content, product development, and marketing, ensuring a cohesive and dynamic brand narrative.
- Launched Epoch Bespoke, an industry-first product customization platform, driving increased engagement and boosting shaft sales.
- Directed World Lacrosse 2023's branding, apparel design, and on-site marketing, expanding Epoch's global brand influence.
- Drove e-commerce growth, overseeing UX/UI, ERP, 3PL logistics, and digital advertising, leading to significant revenue increases and improved customer experience.
- Cultivated strong relationships with professional athletes, influencers, and content creators, positioning Epoch as a thought leader and product innovator in the sports industry.
- Spearheaded product management and development, working closely with engineers, industrial designers, and manufacturers to bring innovative products from concept and prototyping to final production.
- Managed full product lifecycle, overseeing R&D, material sourcing, factory coordination, and quality control to ensure the development of premium, high-performance sporting goods.
- Oversaw product development with cross-functional alignment, integrating creative marketing, design, and content strategy to develop impactful B2C and B2B product launches and campaigns.

Creative Director & Brand Strategist (Contract)

Maevyn Retail | Jan 2023 – Dec 2024

- Developed brand assets and creative strategies to position Maevyn Retail's partners for entry into major big-box retailers, including Target, Walmart, and Dick's Sporting Goods.
- Created retail-ready branding, packaging, and marketing collateral, ensuring brands met buyer expectations and visual standards for national distribution.
- Designed storefront visuals, digital ads, and social media content to enhance consumer appeal and drive retail placement success.
- Collaborated with retail buyers, merchandising teams, and brand stakeholders to refine storytelling and brand positioning for mass-market success.
- Optimized DTC and omnichannel marketing strategies, ensuring brand consistency across in-store, e-commerce, and digital platforms.

Creative Director & Brand Strategist (Contract)

Maverick Ecommerce | Jan 2023 – Dec 2024

- Led creative content development for Maverick Ecommerce's brand portfolio, enhancing storytelling, visual identity, and audience engagement.
- Collaborated with teams to optimize Amazon Storefronts for Maverick's brands, focusing on conversion-driven content, A+ listings, and enhanced product imagery.
- Designed and implemented high-performing ad creatives, video content, and branded assets, increasing engagement and sales across Amazon and DTC channels.
- Worked closely with Maverick's marketing team to refine messaging, create impactful digital campaigns, and optimize creative workflows for maximum efficiency.
- Developed cross-platform content strategies to unify Amazon, Shopify, and social media for a cohesive brand presence.

Brand Director

SNYPR | Apr 2020 – Jan 2025

- Led the acquisition and integration of SNYPR, a sports tracking fitness app, into the Epoch Sports ecosystem.
- Directed UX/UI redesign and the launch of SNYPR 2.0, enhancing user engagement and app functionality.
- Developed data-driven strategies to scale app adoption, leveraging customer data to drive targeted marketing campaigns.

Brand Director

Lacrosse Playground | Apr 2020 – Jan 2025

- Strategically acquired and integrated Lacrosse Playground into Epoch Sports, establishing it as a leading grassroots content hub for players, coaches, and fans.
- Led editorial and content strategy, growing audience reach through social media, blogging, and community-driven content.
- Executed SEO and digital marketing strategies to increase readership, engagement, and brand authority.

Brand Director

Wolf Athletics | Apr 2020 – Jan 2025

- Led the modernization and rebranding of Wolf Athletics, aligning its identity with Epoch Lacrosse while preserving its unique brand essence.
- Developed new visual identity, UX/UI design, and e-commerce strategy, boosting product visibility and sales.
- Partnered with pro athletes, content creators, and industry influencers to enhance brand storytelling and expand customer reach.

Brand Manager & Graphic Designer

Northstar Lacrosse & Pickleball | Apr 2011 – Apr 2013

- Oversaw brand and content strategy, strengthening market presence through graphic design, digital marketing, and e-commerce initiatives.
- Led website redesign and e-commerce integration, resulting in a significant increase in online sales and customer engagement.
- Established strong community engagement, representing Northstar at tournaments, leagues, and industry events.

EDUCATION

University of Minnesota-Duluth | BFA in Design | 2009

SKILLS & EXPERTISE

Creative Leadership & Direction – Leading teams, creative strategy, and brand storytelling.

Brand Development & Strategy – Market positioning, brand identity, and cross-platform storytelling.

E-Commerce & UX/UI Design – Digital experiences, Shopify, WordPress, and customer journey optimization.

Content & Digital Marketing – SEO, social media campaigns, and influencer partnerships.

Retail & Amazon Optimization – Big-box retail branding, Amazon Storefront optimization, and A+ content strategy.

Software & Platforms: Adobe Creative Cloud | Figma | Shopify | WordPress | Klaviyo | Salesforce | Microsoft Office Suite

PROFESSIONAL ASSOCIATIONS

AIGA Member

AdFed Member

LEADERSHIP & COACHING EXPERIENCE

UMD Lacrosse (2006-2009) – Player, President, Captain

Team Minnesota (2010-Present) – Built youth & elite lacrosse program from the ground up

UMD Lacrosse (2011-2014) – Offensive Coordinator

Bloomington Youth Lacrosse (2006-2018) – Coach & Program Developer

Bloomington Jefferson HS – Offseason Training & Player Development