

Brantley Doyle

Creative Operations & Resource Management

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PROFILE

Creative operations and resource management leader with 15+ years in agencies and production, most recently building the resourcing and project management function at BDB and running operations on the IBM business at Ogilvy. I plan resourcing from a rolling forecast of what the pipeline is going to need. I have managed contingent benches of 25 to 75 freelancers and contractors alongside full-time teams, rolled out resourcing systems that people actually kept using, and built shared playbooks for teams that used to work in silos. Fluent in Airtable and in applying AI to forecasting and workflow. SHRM certified in change management, which mostly means I know a rollout is only as good as its adoption.

EXPERIENCE

Senior Director, Project Management & Operations

Aug 2025 to Sept 2026

BDB (Billion Dollar Boy). Creative influencer agency, US and UK hubs

- **Forecasting:** Owned resourcing and capacity forecasting across the US and UK hubs, reading the incoming client pipeline and turning it into a rolling view of skill and capacity needs so gaps were flagged before they reached delivery dates.
- **Contingent workforce:** Staffed freelancers and contractors alongside full-time teams, managing sourcing, contract lifecycles, resource burn, and onboarding and offboarding.
- **Team building:** Built the PM function from two full-time PMs and grew the department 300%. Hired and developed Project Managers and Senior Project Managers, and recruited a Director of Resource Management to steady the production floor through an executive transition.
- **Systems and adoption:** Evaluated 20+ resourcing platforms and led the global rollout of Float, standardizing capacity planning, time tracking, and utilization reporting with consistent adoption across every team.
- **Custom tooling:** Built an AI-assisted resourcing tool that brings capacity, assignments, and upcoming demand into one view for planners and leads.
- **Intake and playbooks:** Installed standardized brief intake, cross-functional prioritization, and defined sign-off stages, so intake, reviews, and approvals ran as one system across departments.
- **Profitability:** Rebuilt fiduciary tracking with burn reporting, project health dashboards, and standardized fee calculations across every active account and new business pitch.
- **Production:** Designed the operational workflows behind influencer experiential productions for Puma and Degree, with full budget and vendor oversight.

Director of Project Management & Operations

Aug 2022 to Aug 2025

Ogilvy, EightBar Collective (IBM agency of record)

- Designed and deployed a custom PMO and operational workflow for EightBar Collective, the dedicated Ogilvy unit serving IBM, including AI-assisted operations.
- Led a matrixed team of up to 10 project managers and coordinators, setting shared delivery standards and a culture of fiduciary accountability.
- Owned operational planning and on-site execution for IBM THINK, the account's flagship annual conference, against a fixed launch date every year.
- Governed the third-party vendor ecosystem, standardizing onboarding, creative contracts, budgets, and scopes of work.
- Used capacity and utilization data to shorten project lifecycles and reduce friction between strategy, creative, and media teams.

Associate Director, Project Management

Jan 2022 to Aug 2022

Ogilvy, EightBar Collective (IBM agency of record)

- Governed creative resource allocation across the global IBM account to protect output quality and margin.
- Built workflow systems that broke down silos between global teams, and cleared blockers during high-pressure delivery windows on multimillion-dollar campaigns.

Senior Manager, Operations & Resource Management

Sept 2021 to Jan 2022

Dentsu Creative

- Led resource management strategy across multiple top-tier accounts, building staffing models that flexed with shifting client demand against real capacity.

Senior Program Manager

Nov 2019 to Sept 2021

Ogilvy, EightBar Collective (IBM agency of record)

- Ran cross-functional programs for IBM Masterbrand advertising, owning project plans, budgets, and scopes of work across client services, strategy, creative, production, and media measurement.

Senior Program Associate

Oct 2015 to Nov 2019

Jonathan Saw & Associates

- Managed integrated communications programs for Fortune 100 and 500 clients including Bank of America, Liberty Mutual, and DTCC, working directly with executive stakeholders.

Assistant Director / Production Coordinator

Oct 2010 to Jan 2015

Freelance, film and commercial production

- Scheduling, crew logistics, and on-set management for independent film and commercial productions.

TOOLS & SKILLS

- **Resourcing and planning:** Airtable (advanced: relational base design, automations, interfaces, reporting), Float, Smartsheet, Asana, Monday.com, Jira
- **Forecasting and finance:** Rolling capacity and demand forecasts, utilization reporting, burn tracking, SOW and budget governance, fee standardization
- **AI and automation:** AI-assisted forecasting, brief review, process documentation, and reporting; workflow automation across the delivery stack
- **Operations:** Contingent workforce management, vendor and agency management, brief intake design, shared playbooks, change management and adoption
- **Collaboration:** Google Workspace, Microsoft 365, Slack, Miro, Notion, Confluence, Loom

EDUCATION & CERTIFICATIONS

- University of Florida, B.A. English and Film Studies
- SHRM, Change Management: Leading Successful Transformations
- Gotham Writers Workshop, Professional Writing Certificate