

RACHEL BRILL

EXECUTIVE PROFILE

Transformational Media & Entertainment Leader with 20+ years building growth engines at the intersection of content, technology, and commerce. Architect of billion-dollar brand equity campaigns, high-margin studio ventures, and next-gen IP strategies for world-class streamers, studios, leagues, and cultural icons. Known for turning ideas into global franchises, scaling businesses from zero to multimillion revenue, and mentoring the next generation of industry leaders.

CAREER HIGHLIGHTS

- Engineered \$1B+ brand equity for Qiddiya Gaming with a GTM launch netting 10B+ impressions, 1M+ followers, 41 activations across 15 markets, localized in six languages
 - Built Whalerock Studios from \$0 to \$4.8MM Y1 revenue with 45% margin; +23% Y2 growth via “IP-to-TV” model (Tyler the Creator, GOLF)
 - Turned Bleacher Report Studios into a growth engine: Emmy nominations, +1M followers, and monetization through original digital content across NFL, NBA, Premier League
 - Pioneered DTC celebrity-led media with Kardashian/Jenner apps, setting the template for creator economies
 - Executive produced 1,500+ hours across WarnerMedia, MGM/Epix, Amazon, Spotify, Disney+, TNT, NBC, Viceland, Facebook, YouTube and technology product marketing events
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EXPERIENCE

CHAPT3R — Founder & Chief Creative Officer | 2020–Present | Global

- Lead global IP, GTM, and content operations for gaming/sports/tech clients including Qiddiya Gaming managing IP and marketing budgets

MGM+ an Amazon company - Consultant & Executive Producer

- *NFL Icons*, *Slow Burn*, *Women Who Rock* (Tribeca TV premiere; 5x Leo Awards)

Bleacher Report / WarnerMedia — SVP & GM, B/R Studios | 2019–2020 | New York

- Led 40-person team and \$8MM budget; partnered with NFL Films, NBA, NHL, MLB through parent company Turner Sports

EPIX / MGM — SVP, Head of Documentary & Unscripted | 2018–2019 | Beverly Hills

- Launched original series: *NFL: The Grind*; Executive Producer on *Punk* (3x Leo Awards), *Helter Skelter*, *Sex Life*, *Fall River*

Whalerock Industries — Head of Studios | 2015–2018 | West Hollywood

- Built profitable digital content studio; 14-person team; developed *QUIZney*, *Ritual* (Amazon TNF)

Turner Broadcasting — VP, Unscripted Programming | 2011–2015 | Burbank

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- Led 12+ original unscripted series for TNT & tbs television networks (*Cold Justice*, *The Hero*, *Boston's Finest*, *King of the Nerds*)

ZOO Productions — VP, Unscripted Development & Branded Content

- Co-developed global franchise *Are You Smarter Than a Fifth Grader?*
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EDUCATION

- Singularity University — Exponential Technologies (2023)
 - University of Miami — Broadcasting & Political Science (2002); Minor studies: Sports Medicine
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CORE COMPETENCIES

Business & Revenue Growth • IP & Brand Strategy • Global Marketing & GTM • Direct-to-Consumer Media
• Original Content Development • M&A Value Creation • Team Leadership • Talent Relations •
Cross-Platform Distribution • Product Marketing • Experiential Events • Budgeting

CONTACT

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