

COLE MOIR

VP MARKETING | BRAND, DIGITAL & ECOMMERCE | GROWTH & TRANSFORMATION | AI-DRIVEN MARKETING

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PROFESSIONAL STATEMENT

Companies hire me when growth requires change and taking market share is the goal. Over the last 19 years, that's meant launching breakthrough technology before competitors could catch up, modernizing legacy businesses, and repositioning established brands against companies with far bigger budgets by bringing together culture, strategy, creative talent, new systems, and platforms. My expertise sits at the intersection of culture and commerce, where consumer-first strategy, brand positioning, digital innovation, e-commerce, and AI turn relevance into revenue. At TCL, that meant two consecutive years as Circana's fastest-growing consumer electronics brand in the U.S., a 97% year-over-year jump in our flagship TV category, and a 23% lift in marketing ROAS. A decade earlier, it meant being part of the team that created "Sizzl," the world's first bacon dating app, beating Tinder's download numbers the first week of launch. Below is the strategy, the team, and the results behind those numbers.

CORE EXPERTISE

- **Brand & Growth Strategy:** Brand Strategy & Positioning · Go-to-Market Strategy · Category & Market Share Growth · Digital Transformation · Retail Marketing
- **Commerce & Performance Marketing:** E-commerce & D2C (PDP/UX) · Performance Marketing & Demand Generation · Marketing Mix Modeling & Attribution (Nielsen, Circana) · CRM & Lifecycle Marketing (Salesforce Marketing Cloud) · Portfolio Strategy
- **AI, Data, and Technology:** Marketing Technology & Automation · AI-Transformation · AI-Driven Marketing · Analytics & Measurement · Consumer Insights
- **Operations & Partnerships:** Agency & Vendor Management · Cross-Functional Leadership · Change Management & Agile Operations · Consumer Electronics & Durables · Olympic (IOC) and NFL Partnerships

PROFESSIONAL EXPERIENCE

TCL | *Vice President, Brand and Digital Marketing*

09/2023 – 07/2026

Technology: Home Entertainment, Mobile, Sound, Home Appliances, Wearables & B2B

Irvine, CA

Led brand, digital, e-commerce, and performance marketing, turning NFL, Olympic, and Call of Duty partnerships into cultural moments that drove sell-in, sell-through, and revenue.

- Drove 47% of TCL's total TV sellout, 4 points above category average, and earned Circana's Consumer Electronics Performance Award for two consecutive years by unifying retail and e-commerce execution nationwide.
- Grew TCL's flagship large-screen TV category 97% year-over-year by repositioning the brand from a price-led, feature-first player to a premium tier with bolder, benefit-driven creative that let consumers trade down to the TV that fit their needs.
- Grew TCL's XXL screen segment (98 inches and above) 575% year-over-year, building on TCL's five consecutive years as the top-selling 98-inch TV brand, by unifying brand, media, e-commerce, and retail around a single consumer growth strategy.
- Improved ROAS 23% and cut customer acquisition costs 16% by optimizing digital commerce and expanding retail media, guided by Marketing Mix Model (MMM) analysis and a culture of continuous testing.
- Cut campaign launch timelines by more than three weeks by redesigning the marketing operating process with clear ownership across brand, media, creative, and e-commerce.

Samsung | *Director, Digital Marketing*

08/2022 – 09/2023

Home Entertainment, Display, Sound, and Memory

New York, NY

Led digital strategy, unifying sales, e-commerce, and product marketing around a single web commerce strategy that helped Samsung compete with greater speed and focus in a rapidly evolving premium market.

- Increased product consideration 12% by repositioning Samsung's digital experience around consumer benefits with an integrated UX, SEO, content, and paid media strategy.
- Led Samsung's entry into the OLED TV category, competing directly against LG's decade-plus category leadership by building a go-to-market strategy that grew OLED sales without cannibalizing Samsung's existing premium TV portfolio.
- Presented digital strategy and brand positioning directly to Samsung's board, translating data and consumer insights into clear recommendations that shaped executive decision-making.

Sony Pictures Entertainment | *Chief of Digital and Social Media, Senior Producer*

08/2020 – 07/2022

Syndicated TV

New York, NY

Led digital transformation for Sony's ZoCo Productions, repositioning a legacy television business for the streaming era while building and leading a 17-person cross-functional marketing organization that connected content, commerce, audience insights, and customer experience.

- Doubled organic traffic and increased site engagement 15X by rebuilding the digital experience around how audiences discover and consume content in a streaming-first world.
- Increased brand discoverability 13% by launching a new OTT streaming platform and connected digital ecosystem, improving content findability and engagement through SEO and UX/UI redesign.
- Increased CRM open rates by 130% and click-through rates by 38% for one of Sony's flagship syndicated programs by restructuring email content and send cadence based on how each audience segment actually consumed content.

Edelman | Senior Vice President, Digital/Social Media Strategy

02/2019 – 03/2020

Consumer Electronics (Mobile)

New York, NY

Advised Samsung's executive leadership on customer strategy, brand positioning, and go-to-market planning across mobile, home entertainment, and home appliances, leading a cross-functional team of strategists, planners, and insights specialists embedded full-time within Samsung's marketing organization to turn challenger-brand thinking into measurable growth.

- Increased brand awareness 17.5% among younger consumers by sustaining Samsung's premium positioning against Apple year-round through creative storytelling, strategic partnerships, and cross-channel investment that built toward each Unpacked launch.
- Lifted purchase intent 14.4% for flagship devices with an innovative influencer series that scaled across priority digital channels.
- Built a go-to-market model spanning digital, retail, and experiential marketing, with UGC programs sustaining engagement between major launch moments.

Motorola | Global Head of Digital and Social Media

02/2016 – 01/2019

Consumer Electronics (Mobile)

Chicago, IL

Led global digital and social marketing, building and mentoring a 32-person international team while unifying markets around a shared go-to-market strategy to help Motorola compete against Apple and Samsung.

- Directed a \$78M annual media investment and delivered 11X ROAS by modernizing the marketing technology stack and optimizing media planning, buying, and measurement.
- Negotiated more than \$50M in value-added media investments by consolidating 71 global agencies into a single agency of record, expanding media, measurement, and operational capabilities worldwide.
- Launched 43 global product and brand campaigns by aligning product, brand, and integrated marketing teams around scalable, full-funnel marketing programs that delivered consistent execution worldwide.
- Increased social-driven sales 4% by building a scalable global content model that improved media efficiency while protecting brand consistency across markets.

360i | Account Supervisor

06/2015 – 02/2016

CPG

Chicago, IL

- Outperformed category sales by 5.4 points and increased brand conversation 644% for Oscar Mayer as part of the team behind "Sizzl," the world's first bacon dating app, turning a branded experience into a cultural moment.
- Generated 890M+ impressions and more first-week downloads than Tinder with an earned-media strategy built for sharing.

EARLY CAREER | 2008 – 2015

- Ogilvy (formerly Ogilvy & Mather), Global Digital and Social Media Strategist, CPG, Chicago, IL (07/2013 – 06/2015)
- McGarryBowen, Senior Strategist, CPG/Technology/Entertainment, Chicago, IL (01/2013 – 07/2013)
- Imagination Publishing, Content Strategist, CPG/Financial, Chicago, IL (07/2011 – 01/2013)
- Epitome Group, Brand Strategist, Technology/Beverage, Chicago, IL (12/2008 – 07/2011)

SPEAKING & RECOGNITION

Featured Podcast Guest: "Twilio's Builders Wanted," "Brand Insider," "OFFBounds," and "Retail Razor"

Association of National Advertisers: "Creator Economy" (ANA)

EDUCATION

AI-Driven Leadership: Strategies for the Future, Stanford Engineering Center for Global & Online Education

Bachelor of Science, Marketing Communications and Political Science, The University of South Dakota, Vermillion, SD, 05/2007

- 3x NCAA All-American Diver • 3x Team Captain • 8x Dean's List