

SCOTT COLE

STRATEGIC PROBLEM SOLVER



PROFILE

My career extends beyond typical marketing; it encompasses storytelling, audience growth, and strategic partnerships. Spearheading initiatives that have been featured on ESPN and New York Times, my approach focuses on innovative content that resonates with diverse audiences.

Dedication to crafting compelling narratives and executing impactful campaigns reflects my commitment to driving the industry forward.

CONTACT

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website

scottxcole.com

EXPERIENCE

2023-Present

Complexity Gaming

Senior Director of Content Marketing

Director of video, social and marketing teams while setting the strategy for live content and influencer marketing.

2015-2025

Self Employed

Content Strategy & Marketing

Influencer marketing for top brands like NBA, NFL, EA Sports, Microsoft and more. Featured on major media outlets like ESPN, Twitch, YouTube, TBS, and New York Times.

2018-2022

NBA

Producer / Creator / Host

Host digital sponsored segments for top brands like AT&T, Alienware, and Google Pixel, increasing brand visibility and engagement. Voice of NBA2K league for five seasons.

2016-2021

EA Sports

Content Creator / Host

Hosted sponsor segments for top brands like Pizza Hut, Snickers, and Gillette. Hosted "Derwin James vs. The World" series on TBS, Twitch, and YouTube. Voice of the Madden Championship series.

2018-2019

NASCAR

Senior Producer / Creator / Host

Defined & built the creative look, feel of the eNASCAR racing series, featuring top racing teams like Hendrix and Penske. Hosted live events at Miami, Phoenix, and Charlotte speedways.

2016-2018

Microsoft / Xbox

Senior Producer / Creator / Host

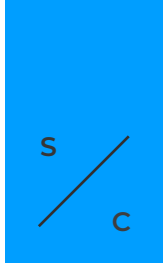
Led digital sponsored segments for top brands like Porsche, Xbox, and Ford Performance, showcasing the best of the gaming world. Led traffic to the Microsoft Store nationwide in collaboration with NFL stars like Deion Sanders and Aaron Donald.

2015 - 2016

NFL Network

On-Air Talent / Producer

Hosted, produced and edited gameplay segments for 22 episodes of "Madden NFL Live". Managed the show's social media account, engaging with fans and promoting content.



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SOCIAL

X

@scottxcole

Instagram

@scottcoleshow

LinkedIn

linkedin.com/in/scottxcole

Portfolio

scottxcole.com

REFERENCES

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EA Sports

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EXPERIENCE CONTINUED

2014 - 2015

Peace Center

Director of Communications

Directed communications strategies for a non-profit performing arts center, increasing ticket sales through media optimization. Managed website, ticketing, and social media, analyzing insights.

2012 - 2014

EP+Co

Director of Communications

Developed initial pitch offerings & brand story based on market analysis, securing contracts worth \$15M. Led communication efforts with C-level executives, ensuring alignment with client goals.

2011 - 2012

Fossil Group, Inc.

Director of Communications

Led a team of seven creatives to refine communications for Fossil, Inc. Developed and implemented communications platform "Switchboard" used globally by all employees.

2010 - 2011

American Airlines

Creative Director

Led a team of developers and designers for AA.com, email marketing, and the AA mobile app. Defined visual framework, and e-commerce concepts for website and mobile platforms.

2008 - 2010

Match.com

Creative Director

Led strategic media placement and creative redesign to increase registrations by 27% and conversions by 13% at Match.com. Developed and launched the "Daily 5 Widget," propelling Match to become North America's #1 dating site.

EDUCATION

1997-2001

Digital Media

John Brown University