

# SCOTT COLE

STRATEGIC PROBLEM SOLVER



## PROFILE

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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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### Phone

864.901.4012

### Email

scottxcole@icloud.com

### website

scottxcole.com

## EXPERIENCE

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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 / Lead 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 / Lead 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.

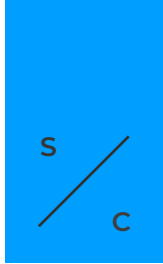
## EDUCATION

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1997-2001

### Digital Media

*John Brown University*



# SCOTT COLE

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## SOCIAL

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### X

@scottxcole

### Instagram

@scottcoleshow

### LinkedIn

linkedin.com/in/scottxcole

### Portfolio

scottxcole.com

## REFERENCE

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### Brendan Donahue

NBA / Elevate

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E : brendan.donohue@

oneelevate.com

## EXPERIENCE CONTINUED

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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.

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.