



## MARCUS MOORE

EXECUTIVE LEADER

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**Global Executive Creative Director | Brand Architect | Cultural Strategist | AI x Storytelling Leader**

Marcus Moore is a globally awarded Executive Creative Director with 25+ years of leadership across health, automotive, tech, and CPG. While at Contender Labs, he led brand transformation through bold storytelling, behavior-first strategy, and AI-enhanced creativity, overseeing Walmart's Cultural Engagement department and managing an \$8M account. His work merged celebrity power with universal storytelling to win new business and deliver standout campaigns for brands including Walmart, Cheez-It, Frosted Flakes, Kellogg's, and Dick's Sporting Goods.

As ECD at Digitas Health, Marcus drove campaigns for Pfizer, Merck, AbbVie, and GSK, integrating health equity intelligence with progressive media and mentoring a powerhouse team of creative talent.

Globally, he's led 50+ creatives and major wins across MENA with Leo Burnett Beirut and Digitas Dubai, while helping shape Qatar's brand narrative for the FIFA World Cup. Stateside, his reinvention of car storytelling for Mazda earned 4 Golds and a Best of Show, cementing his reputation as a creative force in the automotive category.

Marcus has led teams and creative departments at DDB, BBDO, and TBWA, and partnered with iconic brands including Walmart, Coca-Cola, Netflix, McDonald's, P&G, Ubisoft, Amazon, Lenovo Gaming, and more—driving culture-forward, insight-driven work at scale.

He's also the founder of The F.L.A.V.R. Company, a gourmet seasoning brand built around the science of color and behavioral nutrition. ([www.CookByColor.com](http://www.CookByColor.com))

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### CURRENT

Contender Labs  
Executive Creative Director & Strategist

2024 - 2026  
*- Fusing Data, Technology, Media, Digital Lead Creative to uncover a unique strategic approach to each clients business while building and developing an elite team of unicorns, to build insightful digital stories.*

CLIENT'S: Walmart, Kelloggs

### EDUCATION

Cannes Creative Leaders Programme  
(Berlin/France) - (Master's Degree in Creative Leadership - 7/12)

Columbus College of Art & Design  
(Columbus, OH) - (BFA - Advertising & Graphic Design - 6/98)

### AWARD WINNING 25+ YR CAREER

Marcus is a global award-winning Executive Creative with expertise in merging Data, Media, Tech, Innovative Digital Commerce to bring higher ROI through data-lead creative strategies.

#### EXPERT CREATIVE STRATEGIST:

*Developed new creative approaches to grow agency's bottom line*

*Built / managed creative departments with 50+ direct reports comprised of VR/AR, UX/UI designers/copywriters and art directors*

*Cross managed agency partners to launch global activations*

*Led & managed new business wins in North America and Ex-US*

### AWARDS & RECS

ADDYS (Best of Show & 4 Golds)  
Clio • Effies • The NY Festivals  
YoungGuns • Beldings  
Ad Age • Adweek  
Creativity • CA Magazine

### EXPERTISE

Executive Leadership  
Cultural Tech / Data Strategist  
Cultural Behavioral Strategist  
Engagement Strategist  
Progressive Media  
Digital Commerce  
Entrepreneurship