ORLANDO MOUTON

STRATEGIC PARTNERSHIPS · BUSINESS DEVELOPMENT · COMMERCIAL GROWTH

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EXECUTIVE PROFILE

Partnerships and commercial growth leader with 10+ years of experience turning relationships, culture, audiences, and brand strategy into measurable business outcomes across spirits, entertainment, creator economy, media, and technology. Experience spans partnership development, sponsorship sales, distribution, experiential activation, creator monetization, digital marketing, media sales, and business development - with results including $5M+ in partnership revenue, $4M+ in new business, 200% sales growth, and a $1.5M CÎROC launch campaign.

$5M+	$4M+	+200%	$1.5M
PARTNERSHIP REVENUE	NEW BUSINESS	SALES GROWTH	CÎROC LAUNCH

CORE EXPERTISE

Strategic Partnerships · Business Development · Brand Partnerships · Commercial Growth · Sponsorship Sales · Creator & Entertainment Partnerships · Experiential Marketing · Digital Marketing · Distribution Strategy · Integrated Marketing · GTM Strategy · Negotiation · Digital Commerce · SaaS & Payments

PROFESSIONAL EXPERIENCE

Customer Success Manager

COMMAS · Miami, FL · 2026 - Present

- Manage relationships across a high-volume portfolio of digital businesses using payments, checkout, digital-product, and online-commerce infrastructure.
- Lead direct seller conversations to diagnose business challenges, strengthen product adoption, resolve complex issues, and understand customer monetization and growth models.
- Partner across Product, Risk, Support, and Growth to resolve escalations, surface customer intelligence, and improve seller outcomes.
- Recognized by leadership for proactively moving customer issues into direct conversations and rapidly developing a strong understanding of sellers and their businesses.

Brand Development Consultant

RED REED VODKA · Baton Rouge, LA · 2023 - 2026

- Led brand strategy and positioning across on- and off-premise channels, contributing to a 35% year-over-year increase in retail and on-premise distribution.
- Developed regional marketing campaigns, experiential activations, and creator/influencer partnerships that increased brand visibility and social engagement by 60% within the first year.
- Partnered with sales and distribution teams to translate brand initiatives into commercial growth, contributing to a 20% increase in sales volume.
- Managed marketing budgets, agencies, vendors, and activation partners with a focus on ROI and brand equity.

Founder / Director, Brand & Creator Partnerships

REDHI HOUSE CREATIVE STUDIOS · All Markets · 2023 - 2026

- Led brand partnerships generating $5M+ in revenue, connecting brands with talent, creators, and culturally significant opportunities.
- Built integrated campaigns across digital, social, influencer, paid media, experiential, and branded content to drive audience growth and commercial outcomes.
- Led creator commercialization strategy across digital products, high-ticket offers, community platforms, and recurring-revenue models.
- Oversaw account strategy, content, partnership development, and campaign execution across entertainment, spirits, and creator-economy clients.

Digital Marketing Strategist / Account Executive

TOWNSQUARE MEDIA · Lafayette, LA · 2022 - 2023

- Generated $4M+ in new business revenue through integrated digital advertising, sponsorship, and marketing solutions.
- Ranked Top 5 nationally and Top 2 locally for digital sales performance.
- Developed multi-channel strategies across paid social, programmatic display, search/SEM, streaming/audio, content, sponsorship, and audience targeting.
- Managed a diverse SMB portfolio, translating business objectives into measurable acquisition, awareness, and revenue campaigns.

Partner / Head of Marketing

MATADOR VODKA · Baton Rouge, LA · 2020 - 2022

- Led brand, partnership, and commercial growth strategy, helping expand Matador from boutique distribution into major distributor and retail relationships within 36 weeks.
- Increased sales 200% in under 24 weeks through integrated marketing, distribution development, cultural activation, and commercial execution.
- Negotiated distribution relationships and coordinated retail buyers, promotional partners, creators, and market activations.
- Built cultural relevance through digital campaigns, influencer partnerships, brand collaborations, and a utility NFT launch, helping earn recognition from Forbes the Culture.

Brand Manager, Partnership Accounts

THE MIDAS GROUP - MOËT HENNESSY & MARTELL · Houston, TX · 2018 - 2020

- Led regional brand strategy and partnership activation for premium spirits accounts across key Texas markets.
- Developed integrated campaigns combining experiential, influencer, nightlife, trade, and digital marketing to strengthen brand equity and commercial performance.
- Partnered with distributors, venues, agencies, and market stakeholders to execute culturally relevant programs designed to increase visibility, penetration, and sales.
- Used consumer and market insights to localize brand storytelling and translate awareness into measurable commercial outcomes.

Event Marketing Coordinator / Brand Ambassador

THE BLUE FLAME AGENCY / COMBS ENTERPRISES - CÎROC · CÎROC VS · DELEÓN TEQUILA · New York, NY + Regional Markets · 2015 - 2018

- Executed experiential activations across major cultural moments including Super Bowl, NBA All-Star Weekend, and REVOLT Music Conference.
- Developed localized consumer and trade strategies that drove engagement and sales, including a $1.5M CÎROC Apple launch campaign.
- Partnered with Southern Glazer's and trade relationships to increase brand penetration across on-, off-, and non-premise channels.
- Connected spirits brands with entertainment, culture, consumers, and market partners through experiential programming and relationship development.

Assistant Program Director & Account Executive

CUMULUS MEDIA + DELTA MEDIA · Lafayette, LA · 2009 - 2014

- Combined media sales, programming, promotions, and on-air talent responsibilities across Urban and Top 40 radio properties.
- Prospected and closed advertisers, developed promotional and advertising campaigns, and managed ongoing client accounts.
- Produced live programming and social content, coordinated station promotions and new-music releases, and booked/produced artist interviews.

EDUCATION & PROFESSIONAL DEVELOPMENT

MASTER OF BUSINESS ADMINISTRATION (MBA)
Western Governors University · **IN PROGRESS**

BACHELOR OF SCIENCE, BUSINESS MANAGEMENT
Western Governors University

ADVANCED TARGETED ADVERTISING & DIGITAL MARKETING
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