

Dave Moser

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Career Summary

Wine Marketing & Branding Leader with deep roots in Digital Marketing & e-Commerce and a 15-year track record of fueling DTC/B2C revenue growth for multiple companies, including three Fortune 100 brands.

- Achieved Record Revenue as CMO/COO of Santa Barbara County's most visited winery.
 - 3-Time Speaker at DTC Wine Symposium & Winner of a Wine Marketing Exchange award.
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Skills

- Marketing Strategy
 - Strategic Planning
 - Financial Management
 - Brand Marketing
 - Process Improvement
 - E-Commerce
 - Team Management
 - CRM
 - Customer Acquisition
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Experience & Accomplishments

Brix Click Consulting

January 2023-Present

Wine Marketing Consultant

- Providing fractional CMO, digital marketing, brand marketing, customer experience, and business optimization services to wineries of all sizes.

Sunstone Winery

August 2018-December 2022

Chief Marketing Officer & Chief Operating Officer

- Dual role (CMO/COO) leading a team of 50+ across marketing and operations, including DTC sales, digital marketing, e-Commerce, HR, finance, production, and hospitality.
- Achieved record revenue each year, including \$6.6M in 2022, up from \$4.3M when I started in 2018.
- Generated \$10M+ in Earned Media Value and 500 Million+ media impressions organically in 2021 & 2022 through features in Netflix, CBS, Bravo, People (3x), Vogue, Us Weekly, and Cosmopolitan.
- Tripled Instagram followers from 10k to 29k and doubled email subscribers from 24k to 52k.

Chief Operating Officer

- Achieved new all-time records for Total Revenue and Visitors in 2021.
- Increased e-Commerce revenue 650% YoY to \$600k in 2020 through email and social media marketing, while guiding the company through the COVID-19 pandemic.
- Joined Board of Directors to advise on growth initiatives, strategic projects, and product development.

General Manager

- Produced record revenue and visitation in 2019 while navigating an ownership change.
- Improved operational efficiency by overhauling the management team and changing multiple processes.
- Grew Visitors 36% YoY and Revenue 25% YoY in 2020 before the COVID-19 shutdown.

Director of DTC Sales & Marketing

- Grew Wine Club members 572% YoY in 2019 by launching a one-of-a-kind membership model.

Summerland Wine Brands (formerly Terravant Wine Co.)

November 2016-April 2018

Vice President, DTC Marketing

- Incubated and launched a DTC “start-up” brand, responsible for P&L, customer acquisition, online advertising, strategic planning, and cross-team management.
- Increased sales 62% YoY through targeted marketing, A/B testing, and re-branding.
- Conceptualized and turned into reality a first-of-its-kind winery tour that generated 500+ incremental visitors in the first 3 months.

Level Agency

March 2015-October 2016

Associate Vice President, Digital Marketing Strategy

- Managed a nine-person team responsible for optimizing \$10M of 20+ clients’ digital media investment in SEM/PPC, Paid Social Media, and Programmatic Display.
- Grew agency revenue 102% in 2015 as part of the company’s executive leadership team.

Genco, a FedEx Company

December 2013-March 2015

Director of Marketing & Digital Channels

- Led B2C/DTC marketing strategy and execution by attracting, converting, and growing customers in digital/eCommerce platforms including eBay, Amazon and “brand.com”.
- Grew 2014 eCommerce revenue by 41% YoY (+\$2.4M) by revising pricing and promotions and optimizing ROAS of underperforming marketing campaigns.

Merkle

May 2010-November 2013

Account Group Director, Digital Marketing

- Led a 12+ person multi-functional agency team and \$35M+ budgets for Fortune 500 clients.
- Achieved success for multiple clients, including increasing DSW’s eCommerce revenue by 61% in 2011, and growing Chase credit card customer base by 203% YoY in 2011.

Education

- MBA, Marketing- Katz Graduate School of Business, University of Pittsburgh
- B.A., Public Relations- University of Pittsburgh at Bradford

Wine Industry Education & Awards

- Court of Master Sommeliers (CMS)- Level 1 certification
- Wine & Spirits Education Trust (WSET)- Level 2 certification
- Wine Marketing Exchange- 2018 Vinnie Award for Experiential Marketing
- *Platform Proficiency*: Commerce7, WineDirect, ShipCompliant

Organizations

- Direct to Consumer Wine Symposium- Conference Speaker, 2018 to 2020
- Visit the Santa Ynez Valley- Board of Directors, 2022
- Long Beach City College- Advisory Board, Hospitality & Culinary Program, 2022 to Present