

CUE ORR

BRAND & GROWTH EXECUTIVE

Marketing Strategy • Creative Direction • Digital Growth • Customer Experience • Commerce

Los Angeles, CA | 619-347-8862 | cue@branded.digital | linkedin.com/in/cueorr

EXECUTIVE PROFILE

Brand and growth executive with 15+ years leading integrated marketing, digital growth, ecommerce, performance media, CRM, creative and customer experience for premium consumer brands.

Combines hands-on operating depth with brand and commercial leadership, with a track record of building digital businesses from early stage through sustained growth.

CORE LEADERSHIP AREAS

- E-commerce & DTC Growth
- Digital P&L
- Performance Marketing
- CRM & Lifecycle
- Customer Acquisition & Retention
- Conversion Optimization
- Digital Merchandising
- Cross-Functional Leadership
- Customer Experience
- Analytics & Attribution
- Shopify
- Omnichannel Commerce
- International E-commerce
- Technology Strategy
- Creative & Content

EXPERIENCE

SABLYN | Los Angeles, CA

April 2018 – July 2026

Head of Marketing & E-commerce

Luxury women's ready-to-wear brand specializing in elevated cashmere, silk and wardrobe essentials.

Built and scaled SABLYN's DTC business from near-zero ecommerce infrastructure into a multi-million-dollar channel, developing the acquisition, retention, technology and customer-experience engine from the ground up. Led ecommerce, performance marketing, CRM, customer experience, analytics and technology alongside broader responsibility for creative, content, social, wholesale support, events and partnerships.

- Built and scaled SABLYN's ecommerce business from the ground up, delivering sustained double-digit growth while developing the marketing, technology, acquisition, retention and customer-experience infrastructure required to support it.
- Led hands-on paid acquisition across Meta and Google, overseeing a six-figure annual media investment and delivering multiple periods of 20%+ year-over-year ROAS improvement.
- Built SABLYN's CRM and lifecycle ecosystem in Klaviyo, leading segmentation, campaigns, automated journeys, retention and VIP/private-client communications.
- Owned ecommerce merchandising and CRO across UX/UI, product discovery, mobile, personalization, checkout and post-purchase experience, helping build a high-value luxury customer base with approximately \$1K digital AOV.
- Maintained accountability for digital revenue, marketing investment and profitability, using forecasting, demand planning, pricing and channel economics to guide growth and investment decisions.
- Built a data-driven operating framework across Shopify, GA4, Meta, Google and Klaviyo, translating acquisition, retention, merchandising and customer behavior into marketing and business decisions.
- Built and led the marketing and ecommerce function, directing internal talent and a network of external creative, development, media, technology and production partners.
- Played a central role in developing SABLYN's brand from its formative stages, shaping positioning, messaging, creative direction and customer-facing expression across digital, content and social in partnership with the Creative Director.

branded.digital | Los Angeles, CA

July 2016 – Present

Managing Director

Brand and growth consultancy at the intersection of strategy, design, technology, content and commerce.

- Lead Shopify strategy, ecommerce launches and optimization initiatives spanning information architecture, merchandising, conversion and customer experience.
- Develop CRM and lifecycle strategies spanning segmentation, automation, retention, deliverability, campaign architecture and measurement.
- Conduct comprehensive brand and digital growth audits spanning positioning, acquisition, conversion, retention, merchandising, UX, technology and analytics.

Selected Clients: SABLYN • LeLuxe • Collette Jewelry • Jaimie Geller Jewelry • Planta • Leaf Group • Society6 • Saban Capital • Maui Crisps • Enveed

MAMENTA | Los Angeles, CA

July 2016 – June 2024

VP, Global Marketing & E-commerce

- Advised brands including JBL/Harman, Anastasia Beverly Hills, Nestlé/Gerber and P&G/The Art of Shaving on international ecommerce strategy, localization and marketplace customer experience.
- Led global marketing and ecommerce strategy for a technology platform enabling consumer brands to enter and scale across international marketplaces.
- Led the evolution of Mamenta's digital ecosystem across brand, UX, technology and marketing.
- Partnered with executive leadership to define global positioning, go-to-market strategy and digital product priorities.

BUSCEMI | Los Angeles, CA

Global Ecommerce & Digital Strategy Consultant

September 2016 – February 2017

Director, Global Digital Strategy & E-commerce

March 2015 – August 2016

- Led global ecommerce and digital strategy for luxury footwear and accessories brand BUSCEMI, overseeing growth, customer experience, technology and ecommerce P&L through the brand's acquisition in 2016; continued advising the business on global ecommerce and digital strategy following the acquisition.
- Increased ecommerce sales 61% YoY through integrated acquisition, content and customer lifecycle strategies across paid, owned and earned channels.
- Led ecommerce platform migration and full-site redesign, increasing time on site by 400%+ while elevating the digital brand experience.
- Developed annual ecommerce business plans, budgets and P&L while leading internal teams and external partners.
- Helped transform digital into the brand's most profitable division by 2016.

ONESTOP INTERNET | Los Angeles, CA

July 2011 – February 2015

Senior Manager, Partner Business Operations

Selected Clients: Paige Denim • Hudson Jeans • Rag & Bone • John Varvatos • J Brand • Kelly Wearstler • Coffee Bean & Tea Leaf

- Managed a portfolio of ecommerce businesses generating \$20M+ annually, advising fashion and lifestyle brands on growth, customer experience and ecommerce operations.
- Drove up to 46% YoY sales growth across key accounts and led major redesigns generating up to 38% post-redesign sales growth; reduced implementation timelines 25% through redesigned development processes.

THE LAMBESIS AGENCY | Carlsbad, CA

May 2010 – June 2011

Account Planner / Strategist

Selected Clients: Under Armour • SKYY Vodka • Grand Marnier • Dasani • Fisker Automotive • Tacori

- Developed brand strategy and consumer insights to shape positioning, communications and creative direction across a portfolio of consumer brands.

EDUCATION

Cannes Lions School

CMO Accelerator Program, 2023

University of San Diego

Master of Business Administration, Marketing & International Business

International Practicum: COPPEAD Graduate School of Business, Federal University of Rio de Janeiro

Graduate Consulting Project: Developed brand and marketing strategy for the University of San Diego's One Stop Student Center, using audience insights to shape positioning, communications and integrated marketing initiatives.

The Ohio State University

Bachelor of Arts, Psychology — Minors: Communications; Human Development & Family Science