

Matthew Higgins

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Professional Summary Marketing leader with 20+ years of experience driving revenue growth and brand transformation through digital strategies, DTC campaigns, and high-performing teams. Proven track record of delivering triple- and quadruple-digit growth in traffic, audience, and sales across consumer and enthusiast brands. Expertise in brand positioning, go-to-market execution, content strategy, and partnership marketing.

Key Skills

- Creativity, Problem Solving, & Strategic Planning
- People Leadership, Team Collaboration, Training & Mentoring
- Product Positioning, Brand Development, & Go-to-Market Strategy
- Digital Marketing, Content Strategy, & SEO
- Social Media Management & Audience Growth
- Influencer/Affiliate & Partnership Marketing
- Email Marketing & DTC Campaigns

Professional Experience

Director of Marketing Flores Food Group – September 2025 - Present

- Lead B2B and DTC marketing teams in building brand identity, awareness, and relevance.
- Develop high-impact DTC campaigns – including sweepstakes, point-of-sale activations, email campaigns, and social media initiatives that drove a 319% increase in net sales while active with a sustained 20% increase in total sales revenue. Overall, DTC email campaigns now account for 20% of total sales.
- Redesigned all websites, including creation of all copy, resulting in a 4,544% increase in unique visitors, 3,472% increase in site sessions, and a 2,076% increase in page views. Created sales toolkit including lead tracking, multi-level campaigns with roadmaps, and lead generation campaigns.

Brand Manager – Marketing Brand Strategist Horizon Hobby – April 2022 - September 2025

- Managed multimillion-dollar international RC and hobby brands, owning full P&L responsibility, budgeting, marketing strategy, and product lifecycle from concept to launch.
- Directed influencer, affiliate, and partnership programs while collaborating across product development, wholesale, e-commerce, creative, supply chain, forecasting, and DTC teams.
- Led digital-first initiatives that achieved 482% growth in email subscribers and 900% increase in brand website sessions.
- Led go-to-market strategies to maximize revenue and market share in a niche enthusiast category.

Digital Editor Taunton Press – April 2015 - May 2019

- Directed digital marketing and social media efforts to boost brand awareness, diversify content, and increase audience engagement across platforms.
- Implemented targeted campaigns that organically grew Facebook audience by 578%, Pinterest by 147%, and YouTube by 123%, while driving traffic to support monetization and revenue goals.
- Contributed to increased print circulation and website traffic through strategic content and funnel optimization.

Marketing & Content Director RC Truck Stop – November 2011 - April 2022

- Founded and scaled a successful digital media brand, delivering long- and short-form content, video, and photography.
- Managed all advertising sales, content marketing, and client campaigns, generating revenue through high-quality sponsored content.
- Recruited, trained, and led a team of creators to produce engaging multi-platform content that built loyal audiences.

Editor-in-Chief Air Age Media – April 2003 - November 2011

- Led large cross-functional team of editors, copy editors, and freelancers to produce international magazines, books, and digital brands.
- Increased print circulation and website traffic through innovative, audience-focused content strategies.
- Collaborated with sales on editorial planning, oversaw specialty products (special issues, books, DVDs), and streamlined workflows with new assignment systems.

Education Bachelor of Arts in English Keene State College