

Matthew Higgins

Experienced Marketing Leader Dedicated to Brand, Content, & Growth

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PROFESSIONAL SUMMARY

Marketing leader with 20+ years of experience driving brand growth, revenue, and audience development across consumer, lifestyle, food, and enthusiast categories. Proven track record of triple- and quadruple-digit growth in traffic, audience, and sales through integrated campaigns, DTC strategy, content systems, and creator programs. Equally strong in brand building and performance marketing; comfortable owning the full marketing function, leading cross-functional teams, and translating strategy into measurable results. Deep editorial background and genuine understanding of passionate communities inform a consistent, audience-first approach to everything from brand positioning to go-to-market execution.

CORE COMPETENCIES

Brand Strategy & Positioning	Integrated Campaign Development	Go-to-Market Execution
Content Strategy & Storytelling	Creator & Influencer Programs	DTC Marketing & Email
Audience & Persona Development	Social Media & Community Growth	People Leadership & Team Building

PROFESSIONAL EXPERIENCE

Director of Marketing

Flores Food Group

September 2025 – Present

- Own brand strategy, voice, and content direction across B2B and DTC channels for a fast-scaling consumer food brand, building brand identity from the ground up and ensuring consistent expression across all touchpoints.
- Designed and executed integrated DTC campaigns including sweepstakes, point-of-sale activations, email, and social, driving a **319% net sales increase** during active campaign periods, with a sustained **20% lift in total revenue**; DTC email now accounts for 20% of total sales.
- Led full redesign and copywriting for all brand websites, producing a **4,544% unique visitors increase**, **3,472% sessions increase**, and **2,076% page views increase**.
- Built sales toolkits, multi-stage campaign roadmaps, lead tracking systems, and a lead generation program that resulted in **300+ weekly leads**.

Brand Manager & Marketing Strategist

Horizon Hobby

April 2022 – September 2025

- Owned brand strategy, positioning, and go-to-market execution for multimillion-dollar international consumer lifestyle and RC brands, managing full P&L, product portfolio and lifecycle, and campaign development from concept through launch.
- Managed influencer and affiliate programs that embedded authentic enthusiast voices into organic storytelling, driving community affinity and measurable revenue growth in a category where credibility is everything.
- Applied audience persona methodology to guide content direction, channel strategy, and product launch messaging, ensuring brand communication consistently reflected the values, motivations, and behaviors of core customer segments.
- Delivered **482% growth in email subscribers** and **900% brand website sessions increase** through audience-first content strategy and digital brand building.
- Collaborated cross-functionally with product development, creative, e-commerce, supply chain, and DTC and B2C sales teams to maintain consistent brand expression and integrated GTM execution.

Marketing & Content Director

RC Truck Stop

November 2011 – April 2022

- Founded and scaled a digital media brand serving a passionate enthusiast community, building the full content engine across long-form editorial, short-form social, video, and photography over a decade of consistent publishing.
- Developed and managed creator and brand partnership programs, producing sponsored content and collaborative campaigns that were credible and native to an audience with zero tolerance for inauthenticity.
- Recruited, trained, and led a team of content creators, establishing editorial standards, scalable production systems, and a consistent brand voice that earned lasting audience loyalty.

Digital Editor

Taunton Press

April 2015 – May 2019

- Directed digital content strategy and social media for a premium lifestyle publisher, growing audiences organically by **578% on Facebook**, **147% on Pinterest**, and **123% on YouTube** through community-first storytelling and vigorous A/B testing
- Shaped brand voice and content calendar across channels, identifying emerging platform trends and translating them into strategies that kept the brand consistently ahead of audience expectations.
- Drove traffic and monetization growth through integrated content and funnel strategy across digital and print properties.

Group Editor-in-Chief

Air Age Media

April 2003 – November 2011

- Led cross-functional editorial teams producing international consumer magazines, books, and digital brands across enthusiast categories, setting brand voice, storytelling standards, and content strategy across multiple titles.
- Pioneered an audience persona methodology for editorial planning, leading team workshops that replaced internally-driven content with reader-first storytelling, directly increasing engagement and circulation.
- Collaborated with sales and leadership on integrated planning, specialty products, and revenue-aligned editorial strategy, connecting content vision to commercial outcomes.

EDUCATION

Bachelor of Arts in English | *Keene State College*