

Matthew Gauthier (Formerly Matthew Thorpe)

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PROFESSIONAL SUMMARY

I have helped companies scale revenue through integrated marketing strategies, business development, and platform development. Over 18 years in marketing, I've led cross-functional teams to build eCommerce systems, execute digital transformations, and drive measurable growth.

- Achieved a 57% revenue increase across a 400+ franchise system by directing integrated in-store and online strategies through targeted digital marketing and customer segmentation.
- Built and operationalized an eCommerce platform for a 400+ franchise system, integrating ERP and SSO systems for B2B and B2C channels.
- Managed direct eCommerce sales pipeline, driving a 29% increase in online sales, contributing to \$15M in overall company revenue through strategic platform rebuild and integrated marketing strategies.
- Developed brand strategy for a startup, leading to a multi-year manufacturing LOI through system implementation and market execution.
- Developed and managed strategic vendor partnerships manufacturing and franchise sectors, aligning partner capabilities with organizational growth objectives.
- Measured and optimized Customer Acquisition Cost (CAC) across paid media channels, improving campaign efficiency and elevating customer lifetime value.

CORE COMPETENCIES

Go-to-Market Strategy | eCommerce Platform Strategy | Integrated Marketing | Brand Strategy | Vendor Management | Paid Media Strategy | B2B & B2C Marketing | Cross-Functional Leadership | Marketing Technology | Performance Analytics | Team Leadership | Franchise Systems | Omnichannel Strategy

PROFESSIONAL EXPERIENCE

Marketing Director (Remote Contract)

March 2025 – April 2025

Louis Guiden Jr. Brand – Atlanta Area, GA

- Developed a comprehensive brand strategy and messaging framework for a startup targeting professional leadership and faith-based markets.
- Architected scalable marketing infrastructure model, securing ownership approval for system-wide implementation across all business units.
- Secured a multi-year manufacturing LOI through go-to-market and brand positioning for the startup.
- Spearheaded end-to-end campaign strategy and content creation, driving consistent audience growth across all social channels from brand launch.
- Increased Q3 2025 website traffic by 60% using data-driven marketing content.
- Boosted LinkedIn presence by 300% in Q4 2025 with targeted content aligned to company goals.
- Increased Q4 brand awareness by 15% by enhancing content and marketing strategies based on Q3 performance insights.
- Delivered 2025 quarterly reports using data insights to guide Q1 2026 marketing.

Ecommerce Marketing Manager (Hybrid)

June 2021 – November 2024

BIGGBY Coffee - East Lansing, MI

- Drove 57% surge in retail product revenue for 2024 across 400+ franchises by executing integrated marketing strategies.

- Directed \$100,000+ eCommerce platform build-out, managing project timeline and scope while coordinating 3-5 external vendors and cross-functional internal teams.
- Directed ERP and eCommerce platform integration for real-time product and pricing synchronization in both B2B and B2C channels.
- Managed and optimized paid media (Meta, Instagram, Amazon), elevating customer LTV and reducing CAC.
- Cultivated cross-functional workflows that accelerated product delivery timelines by 30% across marketing, technology, and operations.
- Optimized production processes with vendors to accelerate manufacturing, boosting output for marketing campaign alignment.
- Developed and managed strategic vendor partnerships supporting a 400+ location franchise system, aligning partner capabilities with organizational growth objectives.
- Measured and optimized Customer Acquisition Cost (CAC) across paid media channels, improving campaign efficiency and elevating customer lifetime value.
- Managed direct eCommerce sales pipeline, overseeing end-to-end revenue flow across B2B and B2C channels.

Ecommerce & Marketing Coordinator

January 2019 – June 2020

Midwest Air Filter - *Lansing, MI*

- Managed direct eCommerce sales pipeline, driving a 29% increase in online revenue and contributing to \$15M in overall company revenue through strategic platform redesign and integrated marketing execution.
- Developed integrated eCommerce and marketing strategies that established scalable operational systems for sustainable growth and customer retention.
- Directed and implemented new customer service processes and framework systems, boosting customer retention.
- Reduced ramp-up time for production hires by 25% through streamlined onboarding.
- Authored CSR sales manuals, improving upsell and downsell conversion by 35%, reducing lost-sale opportunities; materials remain in active use.
- Created onboarding training, reducing ramp-up by 25% and job errors by 55%.
- Supervised daily production for a 5-7-person team, aligning output with campaign schedules and forecasts.

Marketing Designer (Remote & Hybrid)

December 2009 – November 2018

Freelance/Contract Work – *East Lansing*

- Led strategic marketing initiatives across a diverse client portfolio ranging from startups to enterprise.
- Delivered brand identity, website design, digital/print campaigns, and social marketing.
- Partnered with developers, graphic designers, and copywriters to execute campaigns.
- Notable clients include Great Expressions Dental Centers, a 250-plus location, national franchise from 2015 to 2017.

EDUCATION

Associate of Ministry, Design & Visual Communications - Kingdom University International - *Orlando, FL*