

# MATTHEW WARD

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I'm all about connecting in-market consumers with technology brands to drive each stage of the path-to-purchase funnel. From bringing Apple products to life to driving revenue of premium esports gaming peripherals, I've brought proven analytical thinking and strategic creative innovation to iconic global brands. With a global first-class digital marketing background, I build and grow consumer brand stories that drive measured revenue conversion, LTV and CAC goals.

My passion is leading technology and innovative brands by delivering a clear vision and effectively leading digital media transformation - above all I take joy in building a team culture of collaboration and fun to make a difference and drive my digital marketing career forward.

## Professional Success

### **Director Digital Marketing**

**October 2020 to Present**

#### **Corsair Gaming Inc – Los Angeles, CA**

PC building, streaming setups and esports gaming peripherals, reporting to VP Digital Marketing. •

Designed, proposed, and implemented \$1M technology stack (CDP, Snowflake, mParticle, Braze) leading to 90% improvement in ROAS for performance media campaigns.

- Responsible for ecommerce programs and corporate campaign execution, with full budget ownership (\$10-15M), to drive sales objectives, revenue growth and brand growth.
- Accountable for overall marketing strategy, segmentation, A/B testing, consumer experience and KPI performance for corsair.com and online stores.
- Ownership of Digital Production Operations to deliver efficient and effective content that maps against measurable communication strategies.

### **Business Partner**

**July 2018 to October 2020**

#### **Gloss Postproduction – Los Angeles, CA**

Photography retouching and CGI studio for prestige consumer marketing campaigns (Beats, Nike, Adidas, Audi, Porsche) ([www.glossretouching.com](http://www.glossretouching.com)), reporting to CEO.

- Pitched and won \$950k revenue by developing an accelerated agency performance plan based on department and team individual's feedback.
- Launched photo reps division that reached profitability within 14 months.

### **Director Digital and Social Marketing**

**May 2013 to July 2018**

#### **LG Mobile USA – Englewood Cliffs, NJ**

Inspirational marketing team leader for high-performing and forward-thinking team. Focusing on highly innovative media and content-led go-to-market strategies to deliver on target high-impact awareness that converts to online action and achieve aggressive revenue goals, reporting to CMO USA.

- Principal of digital and social media marketing department responsible for rapid growth of annual budgets (video \$9MM, website, media \$105MM, product review influencers \$4MM). • Advocated and implemented a new community management process that adjusted company goals from telephone to online KPIs, leading to 13% increase in five-star consumer satisfaction score. • Heavily influenced CMO's understanding of digital and social marketing, delivering consistently positive ROAS that lead to LG's first-ever smartphone launch focused on digital only tactics. Go-to-market plan included

communication strategy, audience planning, media buying, experiential OOH, influencer, and celebrity integration programs, plus retailer co-marketing plans - resulting in 4% year-on-year increase in unit sales.

### **Global Director Digital and Social Marketing**

**2011 to 2013**

#### **Bobbi Brown Cosmetics – New York, NY**

Global digital marketing team leader for prestige beauty brand with focus on driving innovation and social media marketing growth in 32 global markets, reporting to VP Marketing.

- Responsible for 'Pretty Powerful' online campaign that elevated brand storytelling across international markets through a modern multicultural approach and generated \$200k online sales – awarded "Flash of Genius" from Gartner L2 Digital IQ Index.
- Re-energized social media marketing content strategy through collaboration with creative and PR team to produce modern 'How-To' video content series focusing on global consumer needs.
- Implemented social media marketing process and marketing communication strategy with unique content for each digital channel. Critical to international expansion, the social media marketing approach drove improved regional collaboration by delivering higher quality digital content and more relevant consumer messaging.

### **Digital Account Manager**

**2010 to 2011**

#### **Mindshare Group Inc – Sydney, Australia**

Media agency specialist for digital marketing team supporting top-performing clients (HSBC, Jaguar Motors, Kellogg's) in a highly innovative and experiential social media market, reporting to Account Director.

- Digital media planning with content production of online video series for Jaguar to outline premium product technical attributes, that drove a 24% increase in vehicle test-drives.

### **Senior Digital Account Manager**

**2006 to 2010**

#### **MullenLowe Profero – London, England**

Apple account team leader for media planning across EMEA with responsibility for original iPhone launch and 7 subsequent iconic product campaigns, reporting to the Account Director.

- Recognized as a high-performance employee with promotion from UK office to NYC to implement rapid growth of digital marketing department (Q3 2009).
- Presented Apple HQ with digital concepts that led to development of the 'Mac versus PC' campaign.

**Education** – University of Newcastle Upon Tyne: BA (Honors Award), Economics and Computing

**Interests** – Soho House Member, Volunteer Work, Technology, PC Gaming, Fitness Training

**Additional Information** – Dual Citizenship (US, UK)