

MATTHEW NILES GIGGENGROVE

GROWTH & DIGITAL MARKETING EXECUTIVE | DTC ECOMMERCE | PERFORMANCE MARKETING

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EXECUTIVE PROFILE

Growth and digital marketing executive with 20+ years of leadership experience scaling DTC and ecommerce businesses, building performance-driven marketing programs, and driving profitable growth across brands, markets, and channels. Deep expertise across paid search, paid social, affiliate, display/CTV, CRO, lifecycle marketing, analytics, forecasting, and market expansion. Combines P&L discipline, executive client partnership, team leadership, and hands-on channel depth to grow revenue, improve acquisition efficiency, and build scalable marketing capabilities. Trusted partner to CEOs, CFOs, COOs, and senior brand leaders on growth strategy, budgets, profitability, and expansion.

EXECUTIVE STRENGTHS

Growth Strategy & P&L • DTC / Ecommerce • Performance Marketing • Paid Media & Acquisition • Market Expansion & Localization • CRO & Customer Journey • Marketing Analytics & Attribution • Forecasting & Budgeting • Lifecycle / Retention • GTM & New Services • Executive & Client Leadership • Team / Agency Leadership • MarTech & AI Enablement

SELECTED CAREER ACHIEVEMENTS

- Grew HomeClick revenue 125%, from \$20M to \$45M, while expanding gross margin 11 points (24% to 35%) and reducing CAC 17% through full-funnel digital growth and P&L optimization.
- Delivered 76% growth for a leading outdoor apparel brand, increasing annual sales from \$9.6M to \$16.9M by Year 4 through localized acquisition, merchandising, and CRO strategy.
- Scaled an international fashion brand 16x, from approximately \$150K to \$2.4M in annual sales by Year 3 through disciplined market expansion and performance marketing.
- Built a new Marketing Services function into a 20+ client portfolio; more than half expanded into additional markets, channels, or spend, with no Marketing Services churn among clients that stayed with ESW.

PROFESSIONAL EXPERIENCE

ESW (eShopWorld) – Remote / Global | **Head of Marketing Services** | 2017 – 2026

- Established and scaled ESW Marketing Services to 20+ DTC and retail clients, shaping growth strategy across acquisition, CRO, localization, analytics, retention, forecasting, and market expansion.
- Grew account scope for more than 50% of Marketing Services clients through additional markets, channels, or higher spend, while maintaining 100% retention among clients that remained with ESW.
- Oversaw \$2M–\$5M in annual paid-media investment across 8+ performance channels—including Google Ads / Performance Max, Meta, Microsoft Ads, Criteo, affiliate, YouTube, display, and connected TV—with the largest single-brand annual budget reaching \$1.3M.
- Led 5 direct reports and coordinated up to 20 cross-functional contributors across agencies, client teams, analytics, CRO, retailers, vendors, and senior stakeholders; partnered with ESW and brand executives on growth targets, business cases, budgets, and profitability.
- Developed localization and growth frameworks across 25 priority markets, combining localized media, merchandising, promotions, customer journey optimization, and regional CRO across North America, Europe, and APAC.
- Created forecasting models and Power BI reporting used across 5–10 client accounts and by approximately 10 internal ESW users across executive and operating teams, replacing manual processes, reducing reporting time, improving accuracy, and standardizing 13-week and recurring YoY performance reporting.
- Reduced CAC by an average 10% in year two across client accounts through iterative testing, regional CRO, media-mix optimization, and stronger measurement practices.

HomeClick LLC – Edison, NJ | Director of Marketing | 2012 – 2017

- Grew ecommerce revenue 125%, from \$20M to \$45M, expanded gross margin 11 points (24% to 35%), and lowered CAC 17% through full-funnel growth strategy, channel optimization, merchandising, and conversion improvements.
- Owned the marketing P&L for a \$45M ecommerce business and led paid media, email, affiliate, SEO, CRO, and agency strategy; partnered directly with the CEO and CFO on financial targets, company-wide planning, and growth investment decisions.
- Led a 3-person internal team plus agency partners, balancing executive strategy with operating rigor across acquisition, retention, merchandising, promotions, and analytics.
- Increased mobile AOV 27%, from \$315 to \$400, by launching a mobile-first ecommerce roadmap focused on responsive design, UX improvement, and conversion optimization.
- Brought ESP strategy in-house and implemented automated segmentation and lifecycle programs, increasing email revenue 3x and improving customer LTV 12% through first-party data personalization.

HomeClick LLC – Edison, NJ | Marketing Manager | 2009 – 2012

- Doubled SEO revenue to \$4.6M through technical SEO, content strategy, merchandising alignment, and site optimization.
- Increased retargeting ROI 76% YoY by aligning audience strategy, promotions, creative, and merchandising.

Home Décor Products – Jersey City, NJ | Marketing Manager | 2004 – 2009

- Led taxonomy, merchandising, UX, and digital optimization initiatives across 5 ecommerce platforms.
- Improved product onboarding and operating efficiency through system optimization, process design, and international team training.

SELECTED BRAND EXPERIENCE

Calvin Klein • KUIU • Original BUFF • Forever New • Footasylum • Peter Alexander • Aerie • American Eagle Outfitters • J.Crew • YETI • e.l.f. Cosmetics • L.K. Bennett

PLATFORMS & CAPABILITIES

Paid / Media: Google Ads, Performance Max, Meta, Microsoft Ads, Criteo, YouTube, Display, CTV, Affiliate

Analytics / CRO / Reporting: GA4, Power BI, Looker, VWO, SiteSpect, Hotjar, attribution, forecasting, performance reporting & dashboards

Lifecycle / MarTech: Klaviyo, Listrak, Oracle NetSuite Bronto, SendGrid, Salesforce Marketing Cloud Engagement; segmentation, retention, personalization, platform evaluation

Operating Tools: Excel, Microsoft Azure, SharePoint, Teams, Monday.com, Slack, Gong; AI-assisted marketing and workflow applications

EDUCATION

Associate of Science, Visual Communications — Gibbs College

American Marketing Association – Generative AI for Marketing Professionals

Google Ads Certified — Fundamentals & Search Advertising

Ongoing executive and technical development in strategic marketing leadership, MarTech, measurement, and AI through LinkedIn Learning, Meta Blueprint, and Think with Google.