Matthew Seabrook

matthew.r.seabrook@gmail.com | www.linkedin.com/in/matthewseabrook

New York, NY | 415-316-9279

https://matthewseabrook.com/

Summary

My goal is to help companies maximize lifetime value while minimizing cost through performance marketing by leveraging equal parts data and creativity. I view analytics not as a means to perfection, but as part of an iterative process towards being less wrong. I have a proven track record of success owning upwards of $40M annual media budgets for multiple brands and channels while overseeing execution both in-house with direct reports and externally through ad agencies. Beyond my full-time roles, I've been an ecommerce advisor to over 15 early stage startups, helping to solve complex digital marketing problems for some while helping others take their first steps.

Full Stack Digital Marketing | Search, Social, & Display Media Buying | Website Analytics Implementation | Landing Page Design & A/B Testing | Earned Media Strategy | E-mail & Direct Mail Execution | Marketing Effectiveness & Reporting | Creative Asset Management & Trafficking | Cross Channel Forecasting & Budgeting | Media Buying & Creative Platform RFP Process

Professional Experience

Bloomingdale's   New York, NY

Director, Digital Marketing – Paid Search   **02/2019 – Present**

- Leading the Paid Search team at Bloomingdale's with an eight-figure annual budget via a hybrid agency/in-house model.
- Oversaw internal transition from manual to machine-learning based bidding amid shifting attribution methodologies.
- Through fiscal 2019 YTD, the SEM channel has driven 16% more attributed demand YoY on an increased ROAS.

Maisonette   New York, NY

Director, Growth & Performance Marketing   **04/2018 – 02/2019**

- Overseeing all paid channels, leveraging a seven-figure budget and multiple agencies to maximize LTV and drive GMV growth.
- Leading both site and marketing analytics for the business, as well as weekly/monthly/annual budget/revenue forecasts.
- Oversaw 4:1 annual YoY revenue growth, and 3.2:1 Q4 YoY revenue growth, achieving new customer acquisition goals.

Gap Inc.   San Francisco, CA

Senior Digital Marketing Manager, Display Media   **05/2017 – 04/2018**

- Promoted to lead Gap Inc's in-house Programmatic Display team with an eight-figure budget and four manager-level reports.
- Led vendor RFP's for a new DCO and two DSPs while integrating new personalization engines in our best-in-class ad stack.
- Within three months, drove a seven-figure annual operating margin reduction while increasing ROAS efficiency by 26%.

Digital Marketing Manager, Display Media   **12/2015 – 05/2017**

- Led programmatic display campaign strategy with a direct report while exceeding brand goals across Gap Inc.
- On an 18% YoY increase in spend for Gap in fiscal 2016, drove a 103% increase in incremental omni-channel ROAS.

Digital Marketing Manager, Paid & Organic Search   **08/2014 – 12/2015**

- Led Paid Search, Organic Search, and Product ad marketing channels for Gap, Old Navy, Athleta, Intermix, and Piperlime.
- Owned and optimized eight figure annual budgets, strategized tests and analyses, and managed agency teams.

ModCloth Inc.   San Francisco, CA

Marketing Analyst – Paid Search   **08/2013 – 08/2014**

- Managed Paid Search and Shopping Engine marketing channel budgeting, reporting, and tactics.
- Oversaw data feed and tracking pixel implementation for all channels, vendors, and third parties.

PC HelpSoft Labs Inc.   Victoria, BC, Canada

Online Marketing Specialist   **08/2012 – 08/2013**

- Led Paid Search and Paid Social advertising campaign creation, reporting, and management.
- Developed and implemented ad copy, keyword lists, and testing strategies.

Education

Carleton University | Sprott School of Business   Ottawa, ONT, Canada

Bachelor of International Business, Marketing & Trade   **09/2008 – 05/2012**

- Graduated with Highest Honors • Dean's list all four years • Six academic scholarships • 10.6/12 CGPA
- Minor in French • 3rd year spent studying abroad in Lyon, France