

Matthew Thorpe

East Lansing, MI • (517) 944-4824 • matthewjthorpe87@gmail.com • [LinkedIn](#)

SKILLS & ABILITIES

- **Driving sales growth for over 15 years of marketing**, leading, and collaborating on social media, email, target mail, and in-store marketing projects and campaigns.
- **Over 15 years in technology**, leading the development and integration of web applications on WordPress and e-commerce platforms Shopify and Amazon, enhancing B2B and B2C experience and boosting sales.
- **Ten years developing training programs and manuals** in different businesses and organizations to improve operations.

WORK EXPERIENCE

BIGGBY COFFEE Home Office

eCommerce Marketing Manager

East Lansing, MI

Jun 2021 – Oct 2024

- Improved 30% of warehouse and fulfillment department operations by developing and managing an e-commerce platform and integration system, working with software engineers to integrate Microsoft Dynamics GP with Shopify for product and sales management.
- Grew store sales by 57% on average in 2024 for over 400 franchise store locations through online and in-store marketing campaign initiatives focused on retail sales for mugs and coffee.
- Boosted 15% online sales between 2021 and 2024 by developing marketing strategies and plans created from quarterly dashboard reports that analyzed and compared year-over-year online sales.
- Created training documents for the management of e-commerce platforms and integration applications.
- Collaborated with data developers to analyze product sales using Jasper reports for in-store marketing to determine future product considerations and product development to improve sales.
- Constructed a weekly eCommerce marketing scorecard that analyzes weekly sales and trends to report weekly to the leadership team for online and in-store marketing initiatives.

Midwest Air Filter, Inc.

eCommerce & Marketing Coordinator

Lansing, MI

Jan 2019 – Jun 2020

- Grew 29% online sales by developing multiple e-commerce websites for B2B and B2C with ERP integrations.
- Improved 25% onboarding and training time by creating training manuals for production teams.
- Increased 20% process optimization by creating an 8-step customer interaction framework to enhance customer experience.
- Boosted 15% of B2B sales by collaborating with key stakeholders to develop a customer loyalty program.

COGL

Marketing Specialist

Lansing, MI

Jan 2012 – Jan 2019

- Increased by 50% online engagement through a website design and development using WordPress with visible navigation, a clean design, and optimized content placement and alignment for a good user experience.
- Grew 15% in social media engagement by developing marketing calendars and visual content using In-Design and Photos.

RE/MAX*Web Designer***Lansing, MI***Jul 2018 – Oct 2018*

- Developed a WordPress website for a commercial development project, implementing a clean, modern layout that optimized information flow and supported the project objectives, providing easy access and resource engagement.
- Focused on creating clean and accessible navigation and providing a clean UI/UX experience, enhancing the user journey and conversion opportunities.
- Ensured consistent, optimized performance across all devices, strengthening the brand presence and accessibility.

Inspire Care*Marketing Specialist***Lansing, MI***Jun 2017 – May 2018*

- Led the design and development of the brand to help establish visual and verbal representation, including logo, website, and marketing materials for social and print, utilizing Illustrator, InDesign, and WordPress.
- Developed a marketing plan for launch, highlighting the brand's values and mission through storytelling to establish audience engagement and branding awareness in the community.
- Boosted recruiting by 55% and patient acquisition by 25% through targeted social media campaigns.
- Retained 5% of customer acquisitions through a user-centered WordPress website with strategic CTAs and a visual representation of the brand's voice.

AKEA Web Solutions*Web Designer***Lansing, MI***Aug 2016 – Feb 2018*

- Migrated multiple websites to the WordPress platform and improved back-end management, accessibility, and overall functionality for clients and end-users.
- Met periodically with leadership to go over assignments for current and future projects.
- Collaborated with the project manager to review project needs and tasks and identify any problems.

Great Expressions Dental Centers*Graphic Designer***Bloomfield Hills, MI***Mar 2015 – May 2017*

- Developed signage marketing installation guides for over 100 retail and in-office compliance locations, reinforcing brand loyalty and trust using Adobe In-Design.
- Reported and submitted an average of three to five marketing installation guides to the marketing manager biweekly to review materials pre-production to ensure brand and marketing alignment.
- Contributed to nationwide franchise marketing, helping to promote customer loyalty, brand standards, and FDA compliance for franchise locations.

Education

Kingdom University International Online
Orlando, FL

Design and Visual Communications, Associates of Ministry