

# MATTHEW WAGHORN

Full-stack marketing executive with seventeen years experience in the US and UK. I've Led agencies, clients and senior executives from a wide range of consumer and business categories, through the strategic marketing process, end-to-end, from research and insights to creative execution.

## CAPABILITIES

- Brand planning & positioning
- Consumer insights
- Creative campaign briefing
- Messaging frameworks
- Primary research & data analysis
- Consumer journey mapping
- Marketing strategy
- Comms planning
- Paid media strategy
- Digital, social & content strategy

## AWARDS

- 2019 Glossy nominee (Il Makiage)
- 2019 Effie nominee (Zelle)
- 2015 OMMA agency of the year
- 2012 US media agency of the year

## CONTACT

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## CAREER

### Creative Strategy Peloton | 2021 - 2022

Led creative strategy for Peloton's global membership, heading-up the strategic process for a 100+ team of in-house creatives, developing Peloton's global music partnerships, brand collaborations, social impact work, apparel, and ongoing class content & programming.

### Head of Marketing Strategy Red Antler | 2020 - 2021

Built Red Antler's marketing practice. Responsible for integrated marketing strategies and creative campaigns for numerous startup brands and fortune 500 innovation projects.

Managed a team of branding, advertising, and media strategists in a hybridized structure across two organizational P&Ls, maintaining positive margins up to +50%. Notable clients included Aveda, Costa Coffee, Goldman Sachs, Jack Wolfskin, and Jot.

### VP Strategy Huge | 2013 - 2020

Managed 20+ strategists across nine offices as part of the global leadership team. Responsible for briefing creatives, technology and media teams to implement integrated marketing campaigns for Brooks, Zelle, Vanguard, Canada Goose, Barclays, and Realtor.com, in addition to numerous project-based clients, with total budgets +\$500MM.

Accelerated new business development for six consecutive years across numerous industry categories, contributing to +15% growth during my tenure, on average. Stood up Huge's media department including major account wins, hiring and developing a dedicated media team of 30+, resourcing and onboarding from IPG holding company.

### Director Comms Planning Maxus North America | 2011 - 2013

Won Adweek's agency of the year 2012 by developing the agency's planning approach '*Relationship Media*'. Led strategy for North American planning teams on Panera, SC Johnson, and UPS.

### Media Manager Maxus UK | 2007 - 2011

Led strategy and planning for Ubisoft, Oakley, and UPS with annual budgets £40M+

### Print Manager KR Mediacom | 2005 - 2007

Responsible for £50MM+ print media budgets for luxury brands LVMH and Liberty's.

## EDUCATION

**Southampton Solent University**  
Marketing BA (hons) | 2003 - 2005  
HND Business & Marketing | 2002 - 2003

## OTHER STUFF

'Launch with Goldman Sachs'; Entrepreneur Mentor 2020.  
Licensed USAC/CRCA road racing, cooking hot sauce, gardening, D&D.