



Matthew Steven LaCrosse

Leading Projects to Success

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Obsessive Problem-Solver, Strategist & Innovator

With 16 years in digital marketing and sales, I have driven over 30 early-stage companies to become market leaders. My journey reflects a deep commitment to marketing excellence, achieved through continuous learning and practical involvement. Working closely with founders, I've merged strategic vision with tangible insights to push startups towards peak operational performance and market success. Whether as a contractor or a full-time employee, I've deeply engaged in projects, applying my skills in partnerships, lead generation, product and performance marketing, social media, event marketing, SEO, and content marketing.

These efforts have led to notable successes, including boosting MetaEngine's valuation from \$40M to \$250M and playing a pivotal role in raising over \$100M for 12 startups, resulting in 1 IPO and 6 exits. My role transcends traditional leadership; I actively tackle team challenges, nurturing growth and steering us towards shared goals. My strategic arsenal includes over 100 SaaS tools, emphasizing my focus on harnessing technology. I've personally done the design, development, copy and strategy for more than 20 websites and recently created 5 unique AI micro-apps through LLMops, showcasing my commitment to deploying innovative solutions for enhanced efficiency and growth.

Work Experience

Senior Marketing Manager & Specialist

6/08 - Present

MattLaCrosse.com (See Portfolio For More Info)

- **Digital Marketing & Web Development Mastery:** I've personally crafted the copy and spearheaded the design and development of over 50 websites, utilizing SEO, content marketing, and cutting-edge AI tools to enhance efficiency and drive strategic growth.
- **Serial Entrepreneurship and Global Marketing Expertise:** Having founded 8 startups and achieved 6 successful exits, I transitioned from owning a thriving service business to becoming a global marketing expert. My work involves close collaboration with some of Silicon Valley's most esteemed investors, applying my deep digital marketing knowledge to stimulate growth and foster innovation in startups worldwide.
- **Blockchain Strategy Leadership:** My strategic input was crucial in raising over \$100M for 12 blockchain startups, thanks to targeted lead generation funnels and educational chatbots. This work has established me as a leader in blockchain strategy, recognized for my ability to merge innovative technology with effective marketing tactics.
- **Strategic Growth Architect:** My role in devising and implementing go-to-market strategies for 28 startups has catalyzed significant brand growth and revenue increases. By leading product vision and strategy, I've directly contributed to successful market launches and the expansion of these ventures.

CMO

5/22 - 4/23

MetaEngine.gg

- In just one year, I expanded our team from 0 to 23, skyrocketing our valuation from \$40M to \$250M through carefully crafted G2M planning.
- I spearheaded a thorough revamp of our branding, marketing, and sales strategies, paving the way for groundbreaking product and engineering innovations.
- Transitioning to a community-led approach, I executed a go-to-market strategy that markedly boosted our market presence and growth among key opinion leaders.
- By establishing strategic alliances with prominent figures and crafting an open-source technology stack, I significantly enhanced our business development and partnership marketing efforts.

CMO

5/17 - 9/22

Lucyd.co - Innovative Eyewear Inc.

- In 2017, my pivotal role in securing Lucyd's \$6M seed round was marked by the deployment of a custom chatbot, my leadership was key in shaping the company's direction from its inception, influencing all aspects including product development.
- I architected a comprehensive tech stack that optimized Marketing Operations (MarkOps) across the board, while also laying out targeted go-to-market and hiring strategies.
- This strategic groundwork swiftly translated into a \$10K monthly recurring revenue (MRR) within just 30 days, setting the stage for a triumphant Amazon launch by Q2.
- My broad-based efforts in branding, product marketing, influencer outreach, email campaigns, public relations, and investor relations were instrumental in propelling Lucyd towards its successful IPO in Q3 of 2022, showcasing a blend of tactical acumen and visionary strategy.

Skills & Expertise

Strategic Planning & Visionary Leadership

Proven ability to craft and execute visionary strategies that drive organizational success and innovation in early-stage companies across various industries.

Startup Consulting & Mentorship

Providing startups with crucial insights, mentorship, and consulting in marketing, business development, and strategy. Experienced in securing capital for growth, successfully raising over \$100M for various ventures.

Content Strategy & Copywriting

Master-level content strategist with experience developing copy for over 50 websites and hundreds of blog articles, showcasing a deep understanding of content strategy and the ability to communicate complex ideas clearly and effectively.

Innovative Problem Solving & Product Development

Proficient in developing unique solutions to complex problems, creating AI micro-apps, and leading the development of products and tools that drive efficiency and innovation.

Business Development & Strategic Partnerships

Expert in identifying and forging high-value collaborations and partnerships with government officials, A-list celebrities, Fortune 500 executives, and industry leaders to drive business growth and brand visibility.

Digital Marketing & Growth Hacking

Master-level proficiency in devising and implementing effective digital marketing strategies, growth hacking techniques, and go-to-market plans that lead to significant user engagement and revenue increases.

Team Leadership & Cross-Functional Collaboration

Demonstrated leadership in guiding cross-functional teams, including marketing, sales, business development, product, engineering, and operations, fostering a collaborative and innovative working environment.

Technology Stack Expertise

Proficient in deploying robust technology stacks across various departments, with personal access to a suite of 80+ tools valued at over \$100k, showcasing a blend of technical acumen and strategic planning.

Education

Chief of Knowledge

2004 - Present

- Began educational journey with production and recording studies (2004-2005), followed by a Property Management and Real Estate certificate from Dominion College (2008).
- Expanded knowledge with Business Management & Marketing courses at Normandale College (2009) and Aquaponics & Organic Farming at Cornell University (2011).
- Pursued Business Psychology, Sociology, and Human Behavior through MIT and Stanford Open Courseware (2015-2017).
- Completed The Fractional CMO Method Training in 2022, marking over 15 years of continuous learning, averaging 10 hours weekly.
- Engaged with over 400 podcasts on sales/marketing/product and have attended dozens of the world's leading conferences across countless specialty areas to enrich my expertise across a wide spectrum.
- Completed dozens of courses to master skills in growth, product, performance, content marketing, SEO, digital marketing, copywriting, customer success, business development, and conversion rate optimization.