**MICHELLE C. ORELUP**

Las Vegas, NV

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**SKILLS**

CRM (Microsoft Dynamics CRM, Salesforce), Email Marketing (Constant Contact, Vertical Response, ClickDimensions, Pardot), SharePoint, Google (Analytics, AdWords, Adsense, PageSpeed Insights), PhotoShop, SEO, SEM, Content Marketing, Social Media (Facebook, Twitter, Google+, LinkedIn, WordPress, HubPages, Instagram, Pinterest, YouTube) Basecamp, Lead Forensics

**EDUCATION**

**Bachelor of Science: Business / e-Business** University of Phoenix

**PROFESSIONAL EXPERIENCE**

**Founder/Owner,** Quality seo, Las Vegas, NV **2017 to present**

*Marketing agency that partners with small businesses to improve conversions and brand awareness.*

Consultant to small business owners to improve conversions through marketing, SEO, analytics, and branding.

**Marketing Project Manager,** Weir Seaboard Oil & Gas, Houston, TX  **2017**

*Engineering solutions to lower total cost of ownership.*

Recruited for a short-term contract to guide marketing teams in Houston and Ft. Worth and to move projects forward to completion. Liaison to Marketing Director to provide seamless project updates.

* Responsible for mapping out and delegating the tasks required to implement the remaining projects for 2017.
* Managed the project calendar to ensure project phases were promptly completed.
* Collaborated with writers, designers, and agencies to produce digital and print content.
* Managed the marketing programs budget.

**Marketing Manager,** Global Healthcare Alliance, Houston, TX **2014 to 2017**

*Software solutions connecting patient, payer, and provider (SaaS).*

* Managed all activities in support of strategic marketing, including; lead generation, CRM, database marketing, email marketing, social media, website, SEO, trade shows, campaign and brand management.
* Converted 10% of website traffic to sales appointment using a web tool to identify website visitors.
* Increased 2014 Y-O-Y sales by 50% through segmented email marketing that drove conversions.
* Doubled year-over-year pre-scheduled appointments at the MGMA conference.
* Increased LinkedIn followers by over 400% through content marketing and social media.
* Developed original content, thought leadership articles and campaigns to promote services.
* Implemented and managed SEO strategy and content which increased organic traffic by 45%.
* Managed the email nurture strategy to increase sales appointments.
* Identified target segments for personalized marketing. Developed messaging, A/B testing and deployment of emails, events, newsletters, and special announcements.
* Managed the tactical and strategic elements of MS Dynamics CRM which included; records management for quality and integrity, importing and segmenting records for lead-generation emails, and contact strategy, and managing sales lists for six inside sales reps.
* Ensured brand continuity along with proper use of Trademarks, Service Marks, brand logos, and naming conventions, across all digital and traditional marketing.
* Managed a $1 Million marketing budget to include vendor relationships, advertising, PR, and events.
* Copywriting for PR, advertising, email marketing, video scripts, social media and other marketing collateral.

**Marketing Project Manager,** Hewlett-Packard, Houston, TX **2012 to 2014**

*Technology company with a focus on hardware, cloud, security and data services.*

* Worked with Product Managers, Engineers, and organizational leaders to develop marketing collateral, sales materials, and positioning statements for digital displays and accessories.
* Developed sales decks and video demos for product launch.
* Initiated a video interview with a [Hollywood cinematographer](http://www.youtube.com/watch?v=F5j-ToETYvE) that continues to function as both a testimonial and a primary sales tool to promote high-end HP DreamColor displays.
* Managed monthly internal newsletter to update the team on new collateral, positioning, and PR launches
* Incorporated positioning statements and original content to differentiate HP products.
* Created web banners as lead generation tools for a third-party site.
* Developed SharePoint site to consolidate documents from multiple sites for regional access.
* Managed monthly email for third-party distribution.

**Marketing Communications Specialist,** Equity Lifestyle Properties, Plano, TX **2011**

*ELS owns and operates RV resorts, campgrounds and mobile-home communities in North America.*

* Managed print and digital marketing to promote 300 vacation destinations to more than 100,000 customers.
* Developed brand standards and incorporated social media for additional exposure.
* Implemented QR tags in print media and Foursquare to increase brand engagement at property check-in level.
* Implemented a contact strategy for the email channel to reduce customer opt-outs.
* Developed and managed the annual marketing plan to promote properties by zone, season and customer segmentation.

**Marketing Project Manager,** JCP Rewards, Plano, TX  **2009 – 2011**

*JCP Rewards is the loyalty program for JCPenney’s with a points-for-currency system of rewarding customers for monthly purchases.*

* Managed the execution of a $25 million Android Smart-Phone campaign that received more than 500,000 responses. Worked on user experience testing, messaging and execution.
* Developed a contact retention strategy to personalize email messaging through both customer segmentation and branded offers.
* Managed the planning and execution of monthly email promotions and national contests.
* Participated in rebranding the Rewards program to integrate a tier-level system of rewards to align with the credit program.

**CRM Store Selection,** JCPenney, Plano, TX **2008 – 2009**

*CRM program at JCPenney’s for customer targeting, acquisition, and retention.*

* Utilized Teradata CRM tool for database marketing to segment catalog customers for retail marketing.

**Marketing Analyst,** Interstate All Battery Center, Dallas, TX **2004 – 2008**

*A subsidiary of Interstate Batteries: Interstate All Battery Center is a retail franchise operation with stores in the US, Canada, and Puerto Rico.*

* Implemented email marketing through the retail stores and acquired 10,000 new records in the first year which attributed to double-digit store sales in three years.
* Defined project scope, goals, and deliverables to develop a custom content management system (CMS) to provide franchisees with pre-approved branded marketing along with a range of price points on product and services for traditional marketing.
* Managed monthly direct mail for company-owned and franchise stores.
* Reduced marketing production from 90 days to 30 days.
* Managed all aspects of email and print communications including; creative, content, vendor relationships, campaign execution, and post-campaign analysis.
* Analyzed online data to determine trends and provide actionable business insights.