

MICHELLE C. ORELUP

Strategic Marketing

Marketing professional with strategic experience managing B2B/B2C online and offline channels, lead generation, content marketing, campaign management, SEO, CRM and social media.

CORE STRENGTHS

- Strategic Marketing
- CRM
- Brand Management
- Project Management
- Digital Marketing
- SEO/SEM
- Content Marketing
- Social Media
- Email Marketing

COMPUTER SKILLS

MS Office, 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) Basecamp, Lead Forensics, basic .HTML, CSS

PROFESSIONAL EXPERIENCE

Founder, [Quality SEO](#), Houston TX

2017

Marketing solutions for small business.

- Develop and manage website, content marketing, SEO and client videos.
- Create social media strategies, messaging and scheduling using Buffer and Hootsuite.
- Manage Facebook advertising strategy to increase page followers, subscribers and click through.

Marketing Manager - [Global Healthcare Alliance](#), Houston, TX

2014 to 2017

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

- Responsible for all aspects of strategic marketing, lead generation, CRM database, email marketing, social media, web site content, trade shows, campaign management, and brand management.
- Increased 2014 Y-O-Y sales by 50% through segmentation email marketing that drove conversions.
- Developed content marketing which effectively increased LinkedIn followers by over 400% and improved organic search traffic. Implemented SEO and SEM to increase organic and paid traffic.
- Created landing pages for event-based marketing to generate new leads.
- Managed a web tool to identify website traffic. Converted 10% of traffic to sales appointment.
- Management and oversight of all elements for trade shows. Doubled year-over-year pre-scheduled appointments for the Annual MGMA conference for 2015 and 2016.
- Managed the email nurture strategy to increase sales appointments. Identified target segments for personalized marketing. Managed CRM database which included; importing and segmenting records for lead-generation emails, nurture marketing, and contact strategy. Developed messaging, A/B testing and deployment of emails, events, newsletters and special announcements.

MarCom NPI Deliverables Manager – [Hewlett-Packard](#), Houston, TX

2012 to 2014

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

- Created and managed web content as [Google+ Community Manager](#) to increase awareness for new display 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.
- Initiated an interview with [Hollywood cinematographer](#) acquired \$20K budget for the production. The video is used as a both a testimonial and a sales tool to promote high-end HP DreamColor displays.
- Managed monthly email for third-party distribution.
- Developed product marketing for digital signage, and displays for the sales teams to use in selling product to Amazon, Best Buy, and other third-party resellers.

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- Managed monthly internal newsletter to update the team on new collateral, positioning, and PR launches.

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.

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 customer experience, user testing, messaging and execution.
- Developed a contact/retention strategy to personalize email messaging through both segmentation and branded offers based on customer data.
- 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.
- Customer scoring and other models were used to determine segmentation for each data pull.

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 created 10,000 new records in the first year which attributed to double-digit store sales in three years.
- Developed and implemented a web-based, content management system for franchise owners. This tool provided franchisees with pre-approved branded marketing and a range of price points on product and services for their specific market. Gathered requirements, developed project scope, messaging, graphics and price points. Deployed within 90 days of project startup.
- Managed monthly direct mail to deploy ads for retail product and services for company owned and franchise stores.
- Reduced marketing production from 90 days to 30 days.
- Managed monthly promotional budgets across all print and digital channels.
- 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.

EDUCATION

University of Phoenix (Dallas, TX Campus) Bachelor of Science: Business / e-Business

VOLUNTEER WORK

[Wellness 4 Warriors II](#): Board of Directors **2012 to present**

[Bands For Arms](#): Board of Directors **2010 - 2012**

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