

## MICHELLE C. ORELUP

### Strategic Marketing

Marketing professional with strategic experience developing and 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

##### **Marketing Project Manager, [Weir Oil & Gas](#), Houston, TX** **2017**

*Engineering solutions to lower total cost of ownership.*

Guide marketing teams in Houston and Ft. Worth to move projects forward to completion. Liaison to Marketing Director to provide seamless updates.

- Responsible for mapping out the tasks required to implement the remaining projects for 2017.
- Manage the project calendar to ensure project phases are completed in a timely manner.
- Collaborate with writers and designers to produce print and digital content.
- Manage the budget of the marketing programs.

##### **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.

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YouTube: <https://www.youtube.com/watch?v=zqph4Ch7PrE>

- Initiated a video interview with [Hollywood cinematographer](#) that 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.
- 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.

**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.
- Developed a content management system for franchise owners which provided franchisees with pre-approved branded marketing and a range of price points on product and services.
- 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.

### 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**

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