

Michelle Orelup
Digital Marketing for B2B / B2C / SaaS

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Data-driven professional with expertise in digital marketing for retail, technology, healthcare, and SaaS companies. Skilled at developing multi-format, multi-channel content to engage target audiences and support the buying journey. Dedicated to building an integrated channel mix to increase reach, brand authority, lead generation, and conversions. Adept at leveraging digital marketing channels, including SEO, SEM, PPC, social media, email marketing, content marketing, and video to achieve business goals.

PROFESSIONAL EXPERIENCE

Construction Industry Solutions, Milwaukee, WI Sept 2020 to Feb 2024
All-in-one cloud construction software for the global market.

Manage all inbound and outbound marketing, including lead gen initiatives for web, email, PPC, social media, and video for the US region.

- Strategic email marketing contributed to 44% of new business.
- Increased website traffic by 373% through targeted communications.
- Increased referral traffic by more than 80,000 visitors annually through YouTube marketing.
- Increased website conversions by 80% by improving the user experience.
- Developed COINS YouTube channel and video content which is in the Top 3 for daily referral traffic.
- Developed case studies and blog posts.
- Manage keyword strategy and PPC campaigns for Google, YouTube, BING, and LinkedIn.

Quality SEO - Marketing Communications, Las Vegas, NV March 2017 – June 2021
Integrated marketing solutions for small businesses

- Generated insights based on reviews, online content, and user experience.
- Provide recommendations for strategic positioning of branding, messaging, website optimization, concept development, and campaign strategy.
- Developed print and digital collateral to create brand awareness, generate leads and increase conversions.
- Produced video content to distill complex product features and benefits into a simple, defined message.
- Developed tag lines and value proposition statements.

Weir Seaboard Oil & Gas - Marketing Project Manager, Houston, TX Oct 2017-Dec 2017
Engineering solutions to lower the 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 with Marketing Director to provide seamless project updates.

- Responsible for mapping out and delegating the tasks required to implement and complete the remaining projects.
- Managed the project calendar to ensure all phases were completed on time and within budget.
- Collaborated with writers, designers, and agencies to plan campaign development.
- Oversight for new product packaging.
- Oversaw the marketing programs budget for multi-channel marketing and agency-driven PPC campaigns.

Global Healthcare Alliance - Marketing Manager, Houston, TX June 2014 – Feb 2017
Software solutions connecting patient, payer, and provider (SaaS).

- Project manager for the development and implementation of a new corporate website.
- Managed all strategic marketing activities to create awareness and improve sales performance.
 - o Converted 10% of website traffic to a sales appointment by integrating lead generation tactics and assigning leads to the sales team.

- Increased Y-O-Y sales by 50% through segmented email marketing, SEO, and a social media strategy that targeted specialty practices.
- Doubled Y-O-Y pre-scheduled appointments at the MGMA conference through email marketing.
- Increased LinkedIn followers by over 400% through effective content marketing.
- Increased organic traffic by 45% through SEO and SEM strategies.
- Managed MS Dynamics CRM, including records management for quality and integrity, importing and segmenting records for lead-generation emails, contact strategy, and custom sales lists.
- Implemented lead scoring in the CRM to track user behavior.
- Identified target segments for personalization for email marketing. Developed messaging, A/B testing, and deployment of emails, events, newsletters, and special announcements.
- Strategic planning and logistics for multi-day exhibitor events and conferences.
- Responsible for brand management and continuity across all digital and traditional marketing channels.
- Oversight of a \$1 Million marketing budget to include agencies, advertising, PR, and events.
- Monitor campaign performance to pivot messaging, promotion, or reach if necessary.
- Project managed the data integration from MS Dynamics CRM to Salesforce CRM.

Hewlett-Packard - Marketing Project Manager, Houston, TX

March 2012 – March 2014

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

- Collaborated with cross-functional teams and agencies to develop product marketing for new sales toolkits, video demos, sales presentations, and positioning statements for the go-to-market (GTM) product launch of new commercial displays.
- Initiated a video interview with a Hollywood cinematographer 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.
- Created web banners as lead generation tools for a third-party site.
- Developed a SharePoint site to consolidate documents from multiple sites for worldwide access.
- Managed project updates to the commercial roadmap for HP Displays and Accessories.
- Managed monthly email for third-party distribution.

Technology Stack

CRM applications (Microsoft Dynamics CRM, Salesforce), Email Marketing programs (Constant Contact, Vertical Response, ClickDimensions, MailChimp, Pardot, Marketo), Content Management Systems (SharePoint, Basecamp, ContentCal, Hootsuite), Google (Analytics, PageSpeed Insights, GA4, Google Search Console), Social Media platforms (Facebook, Twitter, LinkedIn, WordPress, HubPages, Instagram, Pinterest, YouTube) Business Intelligence (Lead Forensics, ZoomInfo, SEMRush), Adobe PhotoShop, SEO, SEM, PPC Advertising (Google Adwords, LinkedIn, Microsoft BING)

EDUCATION

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