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## CAREER PROFILE

Solutions focused marketing leader with more than a decade of experience driving growth for brands in diverse verticals. I have a unique blend of project management, digital marketing, and marketing leadership and use a data-driven approach to expand channels, improve reach, and increase traffic, conversions, and sales.

**Core competencies:** Digital marketing, brand management, omni-channel marketing, market research, project management, social media, marketing analytics, social media, and PPC campaigns.

## CAREER HIGHLIGHTS

- Implemented on-demand business intelligence solution that contributed to 44% of sales.
- Achieved 45% improvement in organic traffic due to keyword research and content marketing.
- Increased web conversions by 80% through a UI change.
- Increased website traffic by 80,000 new visitors through YouTube marketing.

## PROFESSIONAL EXPERIENCE

### **Construction Industry Solutions (COINS) - Marketing Communications Manager**

Milwaukee, WI Sept 2020 to Feb 2024

*All-in-one cloud construction software for the global market. (SaaS)*

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

- Conducted market research for an on-demand business intelligence solution to increase reach for sales and marketing. Highly segmented email marketing contributed to 44% of sales, reduced the email bounce rate to less than 5% and eliminated list purchases.
- Gained user insights from customer interviews and translated the data into case studies.
- Conducted competitive research to analyze competitor PPC strategies, email marketing campaigns, and keyword utilization to identify gaps and opportunities for product differentiation.
- Provided recommendations to improve the (UI) which increased web conversions by 80%.
- Managed all aspects of exhibitor participation at conferences, including email marketing, social media promotion, and marketing collateral.
- Developed a strategic video marketing initiative, resulting in the creation of the COINS YouTube channel.
- Generated an additional 80,000 annual website visitors through YouTube PPC campaigns, while also managing and optimizing paid media campaigns across LinkedIn, Google, and Bing platforms.
- Oversaw the marketing program budget for multi-channel marketing and PPC campaigns.

### **Quality SEO - Owner, Las Vegas, NV**

March 2017 – June 2021

*Integrated marketing solutions for small businesses*

- Generated insights based on reviews, online content, and user experience.
- Provided recommendations for strategic positioning of branding, messaging, website optimization, concept development, and campaign strategy.
- Developed collateral to improve 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 6-week contract to guide marketing teams in Houston and Ft. Worth and manage projects.

- 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 and agency driven PPC campaigns.

**Global Healthcare Alliance - Marketing Manager**, Houston, TX

June 2014 – Feb 2017

*Revenue management software connecting patient, payer, and provider (SaaS).*

- Led the development and launch of a new website, driving a 10% increase in web conversions.
- Achieved 50% Y-O-Y sales growth through targeted email campaigns, brand management and social media.
- Content marketing efforts on LinkedIn resulted in a 400%+ increase in followers.
- Achieved a 45% increase in organic website traffic through SEO and content optimization.
- Managed MS Dynamics CRM, including data imports, segmentation, and email marketing.
- Led the process of vendor vetting and selection, along with the successful data migration from MS Dynamics CRM to Salesforce Lightning.
- Optimized marketing campaigns with CRM management, lead scoring, A/B testing, and personalization.
- Managed vendor relationships, multi-day exhibitor events and oversaw a \$1M marketing budget.

**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 Product Managers and other stakeholders to develop and execute the go-to-market strategy for HP commercial displays, digital signage, and accessories to create comprehensive sales toolkits, video demos, and presentations to enhance market positioning and sales effectiveness.
- Introduced lifestyle images to demonstrate user engagement and align visual marketing with consumer behavior trends.
- Initiated a customer interview with a Hollywood cinematographer that continues to serve as a standard to provide insights that inform product development and user stories.
- Managed monthly internal newsletter to update the team on new collateral, positioning, and PR launches.
- Implemented a SharePoint solution to improve document management, version control and access.
- Managed the commercial product roadmap and communicated updates to the team, ensuring visibility of feature or timeline changes.

## EDUCATION

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