

MICHELLE C. ORELUP

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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

Marketing Project Manager, Weir Seaboard Oil & Gas, Houston, TX **2017**
Engineering solutions to lower total cost of ownership.

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

- Responsible for mapping out 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 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 SaaS 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.
- Managed the brand across all traditional and digital marketing channels.
- 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 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.

ACTIVITIES / INTEREST

QUALITY SEO – Founder/Owner **2017 to present**

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

VOLUNTEER WORK

Wellness 4 Warriors: Board of Directors **2012 to present**