

Michelle Orelup
Digital Marketing Manager

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Marketing professional with strategic experience in digital marketing, content development, channel management, and SEO/SEM for B2B/B2C brands in retail, hardware, healthcare, and SaaS. Highly skilled at developing comprehensive marketing plans, overseeing marketing teams, agencies, and vendors. Proven ability to drive growth and revenue through integrated marketing strategies.

PROFESSIONAL EXPERIENCE

Marketing Communications Manager, Quality SEO, Las Vegas, NV Feb 2017 to Present
Integrated marketing solutions for B2B and B2C brands.

- Work with small business owners and start-ups to design comprehensive marketing strategies to increase conversions through branding, content, and social media.
- Developed the tagline, print collateral, and social media posts for an oil & gas SaaS start-up.
- Created a product video for a B2B company demonstrate the features and benefits of their software solution.

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

- Responsible for mapping out and delegating the tasks required to implement the remaining projects.
- Managed the project calendar to ensure project phases were promptly completed.
- Collaborated with writers, designers, and agencies to produce digital and print content.
- Managed the marketing programs budget.

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

- 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 sales.
 - o Increased Y-O-Y sales by 50% through segmented email marketing and social media strategy that targeted specialty practices with relevant/industry specific content.
 - o Doubled Y-O-Y pre-scheduled appointments at the MGMA conference through email marketing.
 - o Increased LinkedIn followers by over 400% through effective content marketing.
- Implemented and managed SEO strategy and content which increased organic traffic by 45%.
- Led the marketing content strategy for digital campaigns and developed thought leadership articles.
- Identified target segments for personalized marketing. Developed messaging, A/B testing and deployment of emails, events, newsletters, and special announcements.
- 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.
- Ensured brand continuity along with proper use of Trademarks, Service Marks, brand logos, and naming conventions, across all digital and traditional marketing.
- Oversight of a \$1 Million marketing budget to include agencies, advertising, PR, and events.
- Copywriting for PR, advertising, email marketing, video scripts, and social media.

Marketing Project Manager, Hewlett-Packard, Houston, TX March 2012 – March 2014
Technology company with a focus on hardware, cloud, security and data services.

- Collaborated with Product Managers, Engineers, and senior stakeholders to develop sales toolkits, video demos, sales presentations, and positioning statements 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
- Created web banners as lead generation tools for a third-party site.

- Developed SharePoint site to consolidate documents from multiple sites for worldwide access.
- Managed monthly email for third-party distribution.

Marketing Communications Specialist, Equity Lifestyle Properties, Plano, TX Feb – June 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 copy for digital and print channels to promote vacation properties.
- 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 the annual marketing plan to promote properties by zone, season and customer.

JCPenney, Plano, TX

Marketing Project Manager Nov 2009 – Jan 2011
JCP Rewards is the loyalty program for JCPenney 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. Responsible for user experience testing, messaging and execution.
- Developed a contact retention strategy to personalize email messaging through customer segmentation and branded offers.
- Managed the planning and execution of monthly email promotions and national contests.
- Contributed in rebranding the Rewards program to integrate a tier-level system of rewards to align with the credit program.

CRM Store Selection Oct 2008 – June 2009
CRM program at JCPenney 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 April 2004 – Aug 2008
Interstate All Battery Center is a retail franchise operation in the US, Canada, and Puerto Rico.

- Implemented email marketing channel for the retail stores and acquired 10,000 new records at point-of-sale in the first year which attributed to double-digit store sales in three years.
- Reduced marketing production from 90 days to 30 days for direct mail.
- Project managed the scope, goals, and deliverables to develop a content management system (CMS) to provide franchisees with pre-approved branded marketing.
- Trained franchise owners to use a customer-centric strategy to develop their B2C messaging.
- Responsible for planning and executing monthly direct mail for company-owned and franchise stores.
- Analyzed online data to determine trends and provide actionable business insights.

SOFTWARE/TOOLS

CRM experience (Microsoft Dynamics CRM, Salesforce), Email Marketing experience (Constant Contact, Vertical Response, ClickDimensions, MailChimp, Pardot), Content Management Systems (SharePoint, Basecamp), Google (Analytics, AdWords, AdSense, PageSpeed Insights), Social Media experience (Facebook, Twitter, LinkedIn, WordPress, HubPages, Instagram, Pinterest, YouTube) Lead Forensics, PhotoShop, SEO, SEM, Content Marketing

EDUCATION

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