

Michelle Orelup
Digital Marketing and Marketing Project Management

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Data-driven Marketing professional with 10 years experience in digital marketing for B2B and B2C brands in retail, technology, healthcare, and SaaS. Skilled at managing teams, agencies, and vendors. Focus on driving growth, brand awareness and revenue through inbound and outbound marketing strategies.

Core Competencies include Project Management, Brand Management, Lead Generation, Content Marketing, Channel Management, CRM Management, Email Marketing, SEO, SEM, and Social Media.

PROFESSIONAL EXPERIENCE

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

- Generate insights and recommendations for branding, messaging, web content and social media.
- Content creation for print and digital collateral to create brand awareness, generate leads and increase conversions.
- Produce videos to distill complex product features and benefits into a simple defined message.
- Create tag lines and value proposition statements.
- Identify opportunities to improve brand recognition and the user experience.
- Optimize and refine automated marketing strategies.

Weir Seaboard Oil & Gas - Marketing Project Manager, 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.
- Oversight for new product packaging.
- Managed the marketing programs budget.

Global Healthcare Alliance - Marketing Manager, 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.
 - o Managed SEO strategy and content marketing that increased organic traffic by 45%
- 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 to track and position prospects through the sales funnel.
- Identified target segments for personalization for email marketing. Developed messaging, A/B testing and deployment of emails, events, newsletters, and special announcements.
- Brand management and continuity along with proper use of Trademarks, Service Marks, brand logos, and naming conventions, across all digital and traditional marketing channels.
- Oversight of a \$1 Million marketing budget to include agencies, advertising, PR, and events.
- Copywriting for PR, advertising, email marketing, video scripts, web, and social media.

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, Engineers, and senior stakeholders to develop copy for 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.

SOFTWARE/TOOLS

CRM applications (Microsoft Dynamics CRM, Salesforce), Email Marketing programs (Constant Contact, Vertical Response, ClickDimensions, MailChimp, Pardot), Content Management Systems (SharePoint, Basecamp), Google (Analytics, AdWords, AdSense, PageSpeed Insights), Social Media platforms (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