

# MICHELLE C. ORELUP

Las Vegas, NV

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Results-driven marketing professional with over 10 years of experience developing and managing digital channels for companies in retail, hardware, healthcare, and SaaS. Skilled in developing channel and campaign strategies, improving brand recognition, and refining SEO and SEM. Increased revenue through CRM strategy for sales, email marketing, and lead generation activities. Excellent project management skills.

## SKILLS

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), PhotoShop, SEO, SEM, Content Marketing, Social Media experience (Facebook, Twitter, LinkedIn, WordPress, HubPages, Instagram, Pinterest, YouTube) Lead Forensics

## EDUCATION

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

## PROFESSIONAL EXPERIENCE

**Agency Owner**, Quality SEO, Las Vegas, NV

**2017 to present**

*Maximize marketing efforts of small businesses and start-ups by improving branding and conversions through SEO, analytics, and content.*

- Develop print and digital collateral for trade shows and industry conferences.
- Incorporate digital resources for video, social media and web to increase brand awareness.
- Create product videos to demonstrate product features and benefits, and to engage visitors during their decision stage of the buyers journey.

**Marketing Project Manager**, Weir Seaboard Oil & Gas, Houston, TX

**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 (Cedar Gate Technologies), Houston, TX **2014 to 2017**

*Software solutions connecting patient, payer, and provider (SaaS).*

- Managed all activities in support of strategic marketing, including; content creation, 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 services.
- Implemented and managed SEO strategy and content which increased organic traffic by 45%.
- Created CRM workflows to automate marketing with sales triggers and email marketing
- 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.
- 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**

**2012 to 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 that included video demos, marketing collateral, sales presentations, and positioning statements for product launch of HP displays and accessories.
- 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**

**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, JCPenney, 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. 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, 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**

*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.