

MICHELLE C. ORELUP

Las Vegas, NV

Marketing Manager with proven ability to manage brands, complex projects, and communication channels that deliver results for B2B and B2C companies.

TOOLS / APPLICATIONS

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

PROFESSIONAL EXPERIENCE

Marketing Project Manager, Weir Seaboard Oil & Gas, Houston, TX **2017**

Engineering solutions to lower total cost of ownership.

Recruited for short-term 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 are promptly completed.
- Collaborated with writers, designers, and agencies to produce content.
- Managed the budget of the marketing programs.

Marketing Manager - Global Healthcare Alliance, Houston, TX **2014 to 2017**

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

- Responsible for all aspects 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.
- Implemented SEO and 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 digital marketing channels and offline media to ensure consistency in corporate branding.
- Managed a \$1 Million marketing budget which included vendor relationships, advertising, PR, and events.

MarCom NPI Deliverables 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 for product launch.
- Initiated a video interview with Hollywood cinematographer that is used as both a testimonial and a 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 and managed web content as Google+ Community Manager to increase awareness for new display 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.

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 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.
- Project Manager to develop a content management system (CMS) to provide franchisees with pre-approved branded marketing and a range of price points on product and services for print 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.

EDUCATION

University of Phoenix (Dallas, TX Campus) Bachelor of Science: Business / e-Business

VOLUNTEER WORK

Wellness 4 Warriors: Board of Directors

2012 to present