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**CAREER OBJECTIVE:**

Position of impact responsible for establishing/maintaining positive relationships and communications between an organization and its customers, employees, and/or other publics.

**EDUCATION:** **6/91** M.B.A., Michigan State University, E. Lansing, MI. Marketing emphasis. Overall GPA of 3.92.  
**6/85** B.A., Honors College, Michigan State University, E. Lansing, MI. Major in General Business Administration, elective emphases in Advertising and Accounting. Overall GPA of 3.47.  
**6/82** Midland High School, Midland, MI. With highest honors; GPA of 3.97.

**PRIMARY WORK EXPERIENCE:**

- 7/04 to present      **DIRECTOR OF ACQUISITION & RETENTION**, TeachingMadeEasier (Freelance), Las Vegas, NV
- Develop and automate e-mail follow-up campaigns for prospects, new members, and renewals, as well as provide customer/prospect support by e-mail and phone, set up and notify new accounts. Work with reseller/private label clients to implement their programs.
  - Consult on, develop, and/or implement marketing/pricing/operational efforts & business plans.
  - Implement/improve Internet marketing campaigns & tracking.
- 9/00 to present      **WRITER/CONSULTANT – WEB DESIGN & MARKETING**, Freelance, Las Vegas, NV
- Design and develop Web sites, including implementation and testing. Develop and maintain Web content.
  - Consult on, develop, and implement marketing programs (e-mail, PR, fax ads, postcards, etc.) for clients.
  - Edit and typeset books, e-books, and newsletters.
- 9/02 to 7/04  
(position elim.)      **BUSINESS SERVICES DIRECTOR** (10/03-7/04), Nevada Corporate Headquarters, Las Vegas, NV
- Develop new product line/division related to offering business plans and, in time, other business services.
  - Research best practices and advice on successful business plans, evaluate alternative software packages for production/resale, identify resources for market/industry data, interview ‘competitors’ for insight.
  - Develop elements required to roll out business plan offering (plan template, budgets/forecasts, sales training, client questionnaire, fulfillment package, promotional material, process) within 4-week window.
  - Serve as Marketing Director for sister companies, focusing on Internet marketing (starting 2/04)
- MARKETING DIRECTOR** (9/02-10/03)
- Perform and oversee Internet marketing (search engines, PPCs, gateway pages, etc.), plus traditional marketing & PR, with budget of \$100,000 per month, while managing/mentoring 2 to 4 staff members.
  - Implement tracking to identify most effective media in terms of qualified leads and resulting sales.
  - Implement standards and quality systems for all corporate and customer communications.
  - Utilize information collected on surveys, summarizing & distributing results & gathering testimonials.
  - Efforts (in nine months) resulted in more than doubling qualified Internet leads, with 400% increase in Web-generated calls for inbound telemarketing center (accompanied by sales increase while under budget).
- 6/99 to 1/01  
(position elim.)      **MARKETING DIRECTOR**, MetaComm International/MysticalPlanet.com, Las Vegas, NV
- Research and write all copy for metaphysical community/e-commerce and public speaking Web sites.
  - Develop and write procedure manual for internal and (eventually) external use.
  - Develop product/vendor database and cross-references.
  - Perform Internet marketing (search engines, e-mail lists, newsgroups), plus traditional marketing & PR.
  - Monitor industry developments and research operational systems.
- 6/98 to 6/99  
(office closed)      **DIRECTOR OF MARKETING & BUSINESS DEVELOPMENT**, KENROB, Las Vegas, NV
- Start up a commercial venture for a solutions integrator currently operating as a government contractor.
  - Develop all promotional materials, business plans, budgets and procedures from scratch.
  - Perform duties ranging from sales and marketing to human resources and shipping.
- 10/96 to 1/98      **MARKETING COMMUNICATIONS CONSULTANT**, Nevada Power Company, Las Vegas, NV
- Develop print promotional materials for products and services (classified and display ads, brochures, inserts) and write articles for external and company publications. Input on annual report, radio scripts, etc.
  - Manage temporary employees and budgets, as well as agency and interdepartmental relationships.

- 9/94 to 10/96      **MARKET/PRODUCT MANAGER**, Sprint Local Telephone Division, Las Vegas, NV
- Develop/implement budgets, market plans, procedures, advertising & training for inside wire, ISDN, Internet access, and Home Office/Small Business market. Chair local implementation teams.
  - Coordinate development of and direct agency on new customer welcome kit.
  - Develop/perform customer feedback surveys and summarize results for action.
- 8/93 to 3/94  
(experimental  
position;  
eliminated)      **MARKETING REPRESENTATIVE/DIRECTOR**, Rainbow Drug/Village East Drugs, Las Vegas, NV
- Market pharmacy services for drug store cooperative effort. Develop marketing and program materials, identify and contact leads, implement communication activities.
  - Develop/implement customer/prospect surveys and communications.
  - Evaluate media advertising; implement radio, including script writing and placement.
- 10/91 to 6/93      **MANAGER, MARKETING PROMOTIONS & ASSISTANT PRODUCT MANAGER** (10/91-2/92), Allnet Communication Services, Bingham Farms, MI
- Develop/coordinate production of marketing communication and user materials.
  - Develop and summarize surveys for internal and external customer feedback.
  - Excellent organizational skills and attention to detail recognized through improved departmental productivity and error reduction. Regular bonuses for effort beyond job expectations.
- 5/89 to 2/91  
(program elim.)      **MANAGEMENT CONSULTANT - TRAINING/MARKETING**, Michigan Departments of Labor and Commerce (Modernization Service), Lansing, MI (home-based contractor)
- Assess, research, and make recommendations (written and oral) to aid small and medium-sized manufacturers with human resource and marketing issues.
  - Act as team leader and assist associates to ensure timely client response.
- 2/86 to 1/89  
(position elim.)      **TRAINING SPECIALIST**, Federal-Mogul Corporation, Southfield, MI
- Train customers on a computerized order entry system. Administer program, set up/test equipment, request system revisions, write manuals. Implement customer-focused contact system.
  - Develop/deliver employee training on e-mail, customer service, fuel injection/lighting/safety parts.
  - Excellent organizational, analytical and communication skills recognized.

**OTHER EMPLOYMENT:**

- 5/06-8/06      **DIRECTOR OF MARKETING** (temp), Advanced Legal Systems, Inc. (via Robert Half Technology), NV
- 10/01-9/02      **BOOKKEEPER/ASSISTANT**, Park's People & Fire Safety Engineering Associates, Las Vegas, NV
- 1999-2001      **MARKETING INSTRUCTOR**, Regis University, Las Vegas, NV
- 7/94-9/94      **TEMPORARY HUMAN RESOURCES WRITER**, Alpha Services (for Sprint/Central Telephone-Nevada)
- 6/93-9/94, 2-4/98      **PROOFREADER/WRITER** (self-employed), Allnet Communications/Safe-T-Flag International
- 1992      **CONSUMER BEHAVIOR INSTRUCTOR**, University of Michigan-Dearborn and Cleary College, MI
- Summer 1992      **INTERPERSONAL RELATIONSHIPS AND COMMUNICATIONS INSTRUCTOR**, Concordia College, MI
- 8/81-2/86      Various other positions with such employers as Dow Chemical, City of Midland, MSU, and General Motors

**ACHIEVEMENTS:**

- Beta Gamma Sigma Business Honor Society lifetime member
- 1995 iabc Award of Excellence for Sprint customer welcome booklet I coordinated
- 1996 ADDY Award for Nevada Power Company builder-targeted print ad I coordinated