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KEY SKILLS:

- Establishing/maintaining positive relationships between an organization and its customers, employees, and/or other publics.
- Increasing revenues/visibility using traditional and/or online media with a limited budget.
- Combining strong intuitive/creative and financial/analytical skill sets for an effective “big-picture” approach.

SUMMARY OF EXPERIENCE:

Product/Project Management

- Lead on-site and remote cross-functional product/service/project implementation teams, as well as consulting teams.
- Develop/implement/manage service offerings, budgets, market plans, procedures, collateral, advertising and training for inside wire, ISDN, Internet access, and Home Office/Small Business market, with several efforts implemented in other markets. Coordinate development of a multimedia interactive retail display for ISDN.
- Develop new business plan product line, researching best practices, evaluating alternative software packages for production/resale, identifying resources for market/industry data, interviewing ‘competitors’ for insight, and developing elements required to roll out business plan offering (plan template, budgets/forecasts, sales training, online interactive client questionnaire to MS Word application, fulfillment package, promotional material, process) within four-week window.
- Manage all site/service/product changes required and review/test for proper completion. Implement/test reseller/private label client sites, ensuring proper branding throughout and proper inclusion/display of custom content.
- Develop e-mail follow-up campaigns for prospects, new members, and renewals, and monitor implementation to identify any irregularities, working with programmer to ensure proper functionality.
- Develop and maintain Web sites, including implementation and testing, for clients concerned with thoroughness, attention to detail, and timely turnaround. Requires unique solution design, research, strategy recommendations, and new skills.
- Recognized for regularly meeting and generally exceeding expectations with respect to budgets, deadlines and quality while being able to effectively manage a wide variety of projects in various phases of completion concurrently.

E-commerce/Web Marketing

- Internet experience which includes strategy development, usability, visual identity, project management/implementation, and campaign (SEO, PPC, e-mail, etc.) management, as well as involvement in social media networks.
- Research and write all copy/product descriptions for metaphysical e-commerce/community Web site.
- Develop product/vendor databases and cross-references, as well as product numbering system for e-commerce site.
- Handle duties ranging from marketing/customer support and order processing to server operations for e-commerce site.
- Perform/oversee Internet marketing, plus traditional marketing and PR, with budget of \$100,000 per month, with 2 to 4 staff members. Efforts (in 9 months) resulted in more than doubling qualified Internet leads, with 400% increase in Web-generated calls for inbound call center (and increased sales) at approx. 10% under budget.
- Revamp online marketing strategies, build optimized landing pages by subject, identify key phrases to deliver well-qualified leads at a lower PPC cost, and implement/track segmented e-mail campaigns to maintain front-of mind awareness and increase sales/renewals.
- Stay up-to-date on direct marketing, online and social media advances/efforts through industry publications.
- Early adopter of online shopping, with significant experience from usability standpoint.

Business Planning/Processes

- Consult on, develop, and implement marketing/operations efforts and business plans.
- Formalize/document processes and implement standards to ensure efficiency, quality, usability of stored data, and customer satisfaction.
- Perform research to develop strategies for new and improved businesses/services and identify areas for improvement, including customer surveys and analysis of competitive offerings/strategies to identify appropriate approaches to the market.
- Assess, research, and make recommendations to aid small and medium-sized manufacturers with marketing and organizational/human resource issues. Research markets and offer advice on training, market opportunities, funding sources, quality certification, etc.
- Ensure all procedures within department/business are documented in detail (and updated regularly) for back-up capabilities in the event of absence or attrition. Ensure cross-training and usability of manuals through staff practice.
- Work with manager and peers to create a process that allows department to be proactive by developing standards/approval processes to ensure effectiveness and timely project completion. (Previously, department was consistently months behind product roll-out plans.)

Customer Satisfaction/Retention

- Provide worldwide customer/prospect support by e-mail/phone, with a very positive response to the replies and response times provided. Set up and notify new accounts (including private labels). Create database of responses to common customer/prospect inquiries, ensuring thoroughness/quality/consistency of replies and minimizing follow-up time required.
- Implement standards and quality systems for all corporate and customer communications.
- Develop/perform customer feedback surveys, summarizing/distributing results for action and gathering testimonials.
- Work with various clients to develop/update Web sites, demonstrating my ability to understand and implement to client/user expectations, as well as to troubleshoot problems to resolution and to work independently.
- As a leader, place strong emphasis on a customer-focused mentality with regard to both internal and external customers.

Marketing Management/Implementation

- Considerable experience performing Internet marketing, as well as 'traditional' marketing and PR.
- Develop/present sales training materials, ensure consistent branding in all media, and develop/coordinate production of marketing communication and user materials.
- Implement marketing/lead tracking efforts to identify most effective media in terms of qualified leads and resulting sales, basing strategies on research and analysis of options/results.
- Develop and monitor budgets and forecasts. Monitor industry developments and research operational systems.
- Monitor ad agency/promotional item vendor/radio station/PR firm invoicing, monitor performance to quote/specs, negotiate to resolve discrepancies, use 3+ bid procurement process, assist in RFP creation and selection of new ad agency.
- Consult on, develop, and implement marketing programs/materials for clients.
- Develop materials ranging from direct mail/e-mail campaigns, training materials, brochures, and multimedia campaigns to electronic newsletters, business/marketing plans, press releases/articles, and Web sites.
- Write articles for external and company publications. Provide input on annual report, radio scripts, etc.

Leadership/Communications

- Considerable team leadership experience (consulting engagement teams and company-wide product/service implementation teams), which required the ability to inspire others to commit to/complete tasks without actual authority over them.
- Provide direction/oversight to various advertising/marketing freelancers, vendors and agencies, coordinating the development of multi-media campaigns, copy, design, promotional items, and media buys. Regularly complimented on the clarity of direction I provided.
- Frequently recognized for excellent written and oral communication skills, organizational/analytical skills, attention to detail and ability to relate effectively to individuals of widely varied levels and backgrounds with outcomes including improved departmental productivity and error reduction. Regular bonuses for effort beyond job expectations.
- Manage staff (including Webmaster, Graphic Designer, SEO Specialist, and Administrative Assistant) that serves the needs of all internal departments and some clients. (Staff had limited professional experience, requiring significant mentoring and development.) Supervise temporary marketing staff as needed to complete projects.

Computer-related Skills

- Extensive experience with Microsoft Windows, Word, Excel, Outlook, PowerPoint, HTML, Photoshop, InDesign/PageMaker, Acrobat, NetObjects Fusion, SEO, PPC (Google AdWords, Yahoo/Overture, others), Quickbooks, and merchant account services (NPC/Authorize.net); familiar with WordPress, Dreamweaver, PayPal, back-end commerce systems, various analytics, content management systems, JavaScript, CSS, SQL/Access and the technology behind Internet and IT services.
- Proven ability to quickly and independently master new software/applications, with current skills primarily self-taught.

EDUCATION:

- M.B.A., Michigan State University, E. Lansing, MI. Marketing emphasis. 3.92 GPA.
- B.A., Honors College, Michigan State University, E. Lansing, MI. Major in General Business Administration. 3.47 GPA.

POSITIONS HELD:

9/00 to present - *Writer/Consultant: Web Design & Communications*, Freelance, Las Vegas, NV (part-time)
 10/07 to present, 10/01 to 9/02 - *Office Manager*, Fire Safety Engineers, Inc., Las Vegas, NV (part-time)
 7/04 to 1/10 - *Director of Acquisition & Retention*, TeachingMadeEasier.com, Las Vegas, NV (position elim.)
 9/02 to 7/04 - *Business Services Director* (10/03-7/04, pos. elim.), *Marketing Director* (9/02-10/03), NV Corporate Hqtrs., Las Vegas, NV
 6/99 to 1/01 - *Marketing Director*, MetaComm International/MysticalPlanet.com, Las Vegas, NV (position elim.)
 6/98 to 6/99 - *Director of Marketing & Business Development*, KENROB, Las Vegas, NV (position elim.)
 10/96 to 1/98 - *Marketing Communications Consultant*, Nevada Power Company, Las Vegas, NV
 9/94 to 10/96 - *Market/Product Manager*, Sprint Local Telephone Division, Las Vegas, NV
 8/93 to 3/94 - *Marketing Representative/Director*, Rainbow Drug/Village East Drugs, Las Vegas, NV (position elim.)
 10/91 to 6/93 - *Manager; Marketing Promotions/Communications* (2/92-6/93), *Asst. Product Manager* (10/91-2/92), Allnet Communication Services, Bingham Farms, MI
 5/89 to 2/91 - *Consultant: Organizational Development/Marketing*, Michigan Depts. of Labor and Commerce, Lansing, MI (program elim.)

VOLUNTEERISM:

5/08 to 6/10 Legal Aid Center of S. NV: Court-appointed education surrogate for special-needs foster child (trained Q4 2007)
 9/12 to present Acupuncture for Veterans & Their Families (CO): Assist with graphics/materials and grant applications

ACHIEVEMENTS:

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