
MICHELE L. ROUSSEAU
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- 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:

- 9/00 to present **WRITER/CONSULTANT – WEB DESIGN & MARKETING**, Freelance, Las Vegas, NV
- Develop and maintain Web sites, including implementation and testing, for several clients concerned with thoroughness, attention to detail, and timely turnaround. Several required unique solution design, competitive site research and strategy recommendations, and learning of new skills to implement the recommendations.
 - Consult on, develop, and implement marketing programs (e-mail, PR, fax ads, postcards, etc.) for clients.
 - Edit/typeset books, e-books, newsletters, Web content and collateral for people with ‘perfectionist’ nature.
- 7/04 to 1/10 (pos. elim.) **DIRECTOR OF ACQUISITION/RETENTION**, TeachingMadeEasier.com (contractor), Las Vegas, NV
- 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.
 - Provide customer/prospect support by e-mail/phone, set up and notify new accounts (including private labels); Create database of responses to common customer/prospect inquiries to ensure thoroughness/quality of replies, in turn minimizing follow-up time required.
 - Manage all site changes required and review for proper completion. Implement/test reseller/private label client sites, ensuring proper branding throughout and proper inclusion/display of custom content.
 - Consult on, develop, and/or implement marketing/operations efforts and business plans. Formalize/document processes/implement standards to ensure efficiency, quality, usability of stored data, and customer satisfaction.
 - Implement/improve Internet marketing campaigns and tracking.
- 9/02 to 7/04 (pos. 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, interactive 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/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.
 - 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.
 - Monitor all radio station/PR firm invoicing and reconcile differences. Create guidelines and monitor performance to contract, documenting and communicating failure to perform according to terms.
 - Utilize information collected on surveys, summarizing/distributing results and gathering testimonials.
 - Ensure all procedures within department were documented (and updated regularly) for back-up capabilities in the event of absence or attrition. Ensure cross-training and usability of manuals through staff practice.
- 6/99 to 1/01 (pos. 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 detailed procedures manual for internal and (eventually) external use for virtually every business task.
 - Develop product/vendor databases and cross-references, as well as product numbering system.
 - Perform Internet marketing (search engines, e-mail lists, newsgroups), plus traditional marketing and PR.
 - Handled duties ranging from marketing/customer support to server operations/back-up.
 - Monitor industry developments and research operational systems.
- 6/98 to 6/99 (closed) **DIRECTOR OF MARKETING & BUSINESS DEVELOPMENT**, KENROB, Las Vegas, NV
- Start a commercial venture for a solutions integrator; duties from sales/marketing to human resources/shipping.
 - Research and develop all promotional materials, business plans, budgets and procedures from scratch.
 - Work with corporate staff and clients to develop and deliver/present in-depth proposals for services.

- 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. Provide input on annual report, radio scripts, etc.
 - Manage temporary employees and budgets, as well as agency and interdepartmental relationships.
 - Monitor ad agency/vendor 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.
 - Work closely with staff to promote energy-efficient products/technologies to commercial/residential markets.
 - Work with staff to develop guidelines, checklists, enrollment materials, and promotional materials for HVAC referral service. Present to HVAC company owners involved in program.
- 9/94 to 10/96 **MARKET/PRODUCT MANAGER**, Sprint Local Telephone Division, Las Vegas, NV
- Develop/implement budgets, market plans, procedures, advertising and training for inside wire, ISDN, Internet access, and Home Office/Small Business market. Chair local implementation teams of engineers, techs, provisioners, etc. Develop training materials, collateral, multimedia interactive display for retail offices, etc., for ISDN. Many efforts were implemented in other Sprint local markets.
 - Coordinate development of and direct agency on new customer welcome kit.
 - Develop/perform customer feedback surveys and summarize results for action.
 - As temporary (Alpha Services 7/94-9/94) before hired, update Employee Handbook and company policies.
- 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.
- 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. Manage a substantial number of projects in various phases of completion simultaneously.
 - Create/implement surveys to improve fax services; lead fax test center project implementation team.
 - Work with manager to create process that allowed department to be proactive; prior to my joining, department was consistently months behind proposed product roll-out dates. Work with department to develop standards/approval processes to ensure effectiveness and timely project completion.
 - 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
(pgm. 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 organizational/human resource and marketing issues. Research markets and offer advice on training, market opportunities, funding sources, quality certification, etc.
 - Act as team leader and assist associates to ensure timely client response.

OTHER EMPLOYMENT:

- 10/07-Present **BOOKKEEPER/ASSISTANT**, Fire Safety Engineers, Inc., Las Vegas, NV
- 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
- 2/86-1/89 **TRAINING SPECIALIST**, Federal-Mogul Corporation, Southfield, MI
- 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

VOLUNTEERISM:

- 5/08 – Present Court-appointed education surrogate for special-needs foster child (trained 10/07-12/07)

ACHIEVEMENTS:

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