

MICHELLE ORELUP

Menomonee Falls, WI

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CAREER PROFILE

Results-driven marketing professional with a decade of experience in B2B and SaaS industries, specializing in demand generation and integrated campaigns that drive pipeline and revenue growth. Proven expertise in leveraging segmentation, intent data, and AI tools to optimize multi-channel strategies, accelerate pipeline velocity, and deliver measurable ROI. Skilled in building scalable nurture programs, aligning cross-functional teams, and creating data-driven marketing ecosystems that enhance engagement and conversion. Achieved a 35% lift in qualified leads and contributed 44% to U.S. sales through innovative, insights-driven campaigns.

SKILLS

Marketing Strategy | Demand Generation | Email Marketing | Lead Scoring | Lead Nurturing | Multi-Channel Marketing | Marketing Automation | CRM and CMS Platforms | Persona Development | Data Analytics & Segmentation | SEO & SEM | A/B Testing | Content Strategy & Development | Budget Management | Google Analytics | Social Media | Paid Media | Thought Leadership Content | Salesforce | Project Management

PROFESSIONAL EXPERIENCE

Quality Brand & Digital – Founder & Strategy Lead

Menomonee Falls, WI | March 2017 – Present

Integrated marketing solutions for small businesses.

- Provide strategic guidance across branding, messaging, and marketing channels for SMBs to boost search visibility and increase organic traffic growth.
- Designed ABM strategies to leverage customer insights and personalized content to target high-value accounts, resulting in a 25% lift in acquisition and improved client retention.
- Crafted differentiated product messaging, positioning strategies, taglines, and value propositions to drive market awareness and adoption.
- Created high-impact video content that simplified complex product features, driving a 30% increase in engagement across digital channels.

Construction Industry Solutions (COINS) - Marketing Communications Manager

Milwaukee, WI | Sept 2020 to Feb 2024

All-in-one cloud construction software for the global market. (SaaS)

- Boosted web conversions by 80% through strategic UI/UX enhancements and optimized the customer journey from lead capture to conversion.
- Orchestrated and executed ABM campaigns in collaboration with sales teams, leveraging personalized email marketing and targeted executive outreach to secure 7 new clients, generating \$1.5M in annual recurring revenue and contributing to a 44% increase in U.S. sales.
- Generated 80,000+ new website visitors by launching the COINS YouTube channel, integrating it into a broader content strategy that established it as a Top 3 source of daily referral traffic.
- Led product marketing efforts by planning and executing product update announcements, developing blogs and case studies, and launching demand generation campaigns in partnership with sales and product teams to drive pipeline growth and customer engagement.
- Enhanced brand visibility and SEO performance by analyzing competitor PPC strategies, identifying keyword gaps, and creating high-impact content that improved product differentiation, boosted engagement, and strengthened competitive positioning.
- Enabled advanced segmentation and real-time insights by implementing a business intelligence solution and data-driven email campaigns to optimize demand generation strategies and accelerate pipeline velocity.
- Managed social media presence, showcasing product updates, events, and company news.

Weir Seaboard Oil & Gas - Marketing Project Manager

Houston, TX | Oct 2017 - Dec 2017

Engineering solutions to lower the total cost of ownership.

I was recruited to stand in for the Marketing Director during a 6-week absence.

- Managed the project calendar to ensure all phases were delivered on time and within budget, driving efficiency and enabling the successful execution of multi-channel marketing campaigns that supported customer acquisition efforts.
- Oversaw new product packaging initiatives, ensuring alignment with brand standards and market positioning, resulting in a 15% lift in product launch sales and improved market perception.
- Partnered with writers, designers, and agencies to develop and execute high-impact campaigns, aligning creative assets with brand objectives.

Global Healthcare Alliance - Marketing Manager

Houston, TX | June 2014 – Feb 2017

Revenue-management software connecting the patient, payer, and provider (SaaS).

- Integrated ABM into the demand generation strategy, creating tailored campaigns that supported sales in closing high-value opportunities and contributed to a 50% year-over-year sales increase.
- Developed a scalable content ecosystem, including an SEO-optimized website, blogs, and email campaigns, driving a 145% increase in organic traffic.
- Increased LinkedIn followers by over 400% through a strategic approach to content development, including social media posts, targeted campaigns, and engagement initiatives tailored to specialty physicians and providers, significantly boosting brand visibility and audience interaction.
- Implemented Lead Forensics to identify high-intent website visitors in real-time, accelerating sales conversations and prioritizing leads effectively.
- Leveraged customer and market insights to optimize targeting and engagement, improving campaign ROI through advanced CRM techniques like lead scoring, A/B testing, and personalization.
- Directed a \$1 million marketing budget focusing on demand generation and digital advertising, optimizing resource allocation across agencies, PR, events, and paid media to maximize ROI and organic traffic growth.

Hewlett-Packard - Product Marketing Manager

Houston, TX | March 2012 – March 2014

A global technology leader that develops innovative hardware and services.

I was recruited for a two-year contract with HP Commercial Displays.

- Designed and implemented go-to-market strategies for product launches, leveraging commercial behavior trends to ensure clear differentiation, amplify brand resonance, and drive market adoption.
- Developed sales enablement assets, driving alignment across sales, marketing, and product teams.
- Introduced lifestyle imagery into product go-to-market collateral to showcase user engagement, foster emotional connections with the target audience, and amplify product appeal.
- Initiated a customer interview series, including a Hollywood cinematographer case study, and uncovered actionable insights that shaped product messaging and created compelling user stories.
- Maintained the commercial product roadmap to reflect evolving priorities and communicated changes to stakeholders, ensuring alignment across teams and maintaining focus on business objectives.

EDUCATION

Bachelor of Science: Business / e-Business University of Phoenix – Dallas, TX