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CAREER PROFILE

A dynamic marketing leader with a decade of experience driving B2B and SaaS growth through data-driven strategies and scalable marketing solutions. Proven track record of leveraging intent data, segmentation, and CRM platforms to optimize lead acquisition, accelerate pipeline velocity, and deliver measurable results, including a 35% lift in lead generation and a 44% contribution to total sales. Skilled in designing and executing marketing campaigns, collaborating cross-functionally to align sales, marketing, and business objectives to maximize ROI and build brand authority.

SKILLS

Demand Generation | Digital Marketing Strategy | Multi-Channel Campaign Management | Google Analytics | Marketing Automation | CRM and CMS Platforms (MS Dynamics 365, Salesforce, Lead Forensics, ZoomInfo) | Data Analytics & Segmentation | SEO & SEM | A/B Testing & Conversion Rate Optimization (CRO) | Content Strategy & Development | Marketing Budget Management | Paid Media Optimization (LinkedIn, YouTube, Google, Bing) | Lead Nurture Flows and Scoring

PROFESSIONAL EXPERIENCE

Construction Industry Solutions (COINS) - Marketing Communications Manager

Milwaukee, WI | 2020 to Feb 2024

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

- Boosted web conversions by 80% through a repeatable inbound funnel that reduced friction through strategic UI/UX enhancements, and optimized the customer journey from lead capture to conversion.
- Drove a 35% increase in leads by collaborating with sales and product teams to design and execute personalized omni-channel campaigns across email, PPC, social media, and video, leveraging A/B testing and data-driven experimentation to refine targeting and messaging.
- Enhanced brand visibility and SEO performance by analyzing PPC strategies, identifying keyword gaps, and creating high-impact content that improved product differentiation and competitive positioning.
- Enabled real-time insights and advanced segmentation by implementing and managing an on-demand business intelligence solution, contributing 44% to total sales in its first year by optimizing campaign targeting and performance tracking.
- Increased organic and paid traffic across multiple platforms (LinkedIn, Google, YouTube, and Bing) by optimizing paid media campaigns and leveraging analytics to drive measurable gains in lead generation and customer acquisition.
- Generated 80,000+ new website visitors annually by launching and managing the COINS YouTube channel, executing targeted PPC campaigns, and establishing it as a Top 3 source of daily referral traffic, significantly boosting brand awareness and engagement.

Quality SEO – Founder

Las Vegas, NV | March 2017 – June 2021

Integrated marketing solutions for small businesses.

- Enhanced branding, messaging, and website performance for SMBs to boost search visibility and drive organic traffic growth.
- Created high-impact video content that simplified complex product features and benefits, driving a 30% increase in engagement across digital channels.
- Developed taglines and value propositions to differentiate SMBs in competitive markets, contributing to a 25% increase in customer acquisition.

Weir Seaboard Oil & Gas - Marketing Project Manager

Houston, TX | Oct 2017 - Dec 2017

Engineering solutions to lower the total cost of ownership.

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 | 2014 – Feb 2017

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

- Led a high-performing marketing team that aligned with organizational goals, driving measurable outcomes in digital marketing performance
- Developed and launched a new website with SEO-focused user experience enhancements, resulting in a 10% increase in web conversions and improved search engine rankings.
- Leveraged customer and market insights to inform marketing strategies, achieving a 50% year-over-year increase in sales through targeted content and keyword optimization.
- Increased organic website traffic by 145% through advanced SEO techniques, including keyword research, on-page optimization, and high-quality content creation, while growing LinkedIn followers by over 400% with data-driven content marketing.
- Implemented and managed Lead Forensics to identify website visitors in real-time, enabling informed lead prioritization and accelerating sales conversations with high-intent prospects.
- Improved marketing campaign ROI by leveraging advanced CRM techniques, including lead scoring, A/B testing, and personalization, to enhance targeting and engagement.
- 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.

- Designed and implemented go-to-market strategies for product launches, leveraging commercial behavior trends to craft targeted messaging, amplify brand resonance, and drive market adoption.
- Introduced lifestyle imagery into product go-to-market collateral to showcase user engagement, foster emotional connections with the target audience, and amplify product appeal.
- Launched a customer interview series, featuring a Hollywood cinematographer, and uncovered actionable insights that shaped product messaging, and crafted user narratives to drive product adoption.
- Updated the 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