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CAREER PROFILE

Dynamic demand generation leader with a decade of experience driving B2B and SaaS growth through data-driven strategies, ABM programs, and scalable marketing solutions. Proven track record of leveraging intent data 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 and marketing objectives, and managing \$1M+ budgets to maximize ROI and build brand authority.

PROFESSIONAL EXPERIENCE

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)

- Drove multi-channel lead generation campaigns across email, PPC, social media, and video channels, resulting in measurable business growth and a 35% lift in leads through data-driven experimentation.
- Improved product differentiation by analyzing competitor PPC strategies, email campaigns, and keyword gaps to identify competitive opportunities, leading to greater brand recognition and competitive advantage.
- Increased web conversions by 80% by conducting A/B testing and implementing strategic UI enhancements that optimized the user journey, reduced friction points and drove higher engagement.
- Implemented and managed an on-demand business intelligence solution, enabling real-time data access and advanced segmentation strategies. The initiative drove a 44% contribution to sales by identifying high-value prospects and delivering personalized, targeted messaging.
- Designed and executed growth experiments across LinkedIn, Google, and Bing, optimizing paid media campaigns that drove measurable gains in web traffic, lead generation, and customer acquisition.
- Generated 80,000 additional website visitors annually by launching the COINS YouTube channel and executing a strategic video marketing initiative with targeted PPC campaigns, resulting in increased brand awareness and engagement.

Quality SEO – Founder

Las Vegas, NV

March 2017 – June 2021

Integrated marketing solutions for small businesses.

- Recommended strategic branding, messaging, website optimization, and campaign strategies, resulting in increased market awareness and engagement for SMB clients.
- Produced compelling video content that simplified complex product features and benefits, driving a 30% increase in customer understanding and engagement across digital channels.
- Crafted impactful taglines and value propositions that helped SMBs stand out in competitive markets, resulting in a 25% increase in new customer acquisition for key clients.

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 lead generation and customer acquisition.
- 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 and driving a 20% increase in customer engagement.

Global Healthcare Alliance - Marketing Manager

Houston, TX

June 2014 – Feb 2017

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

- Managed a team of three including one full-time staff member and two contractors, to execute digital marketing initiatives, and deliver measurable results.
- Led the development and launch of a new website, optimizing the user experience and driving a 10% increase in web conversions.
- Developed segmented lead nurture flows and personalized email campaigns, driving a 50% year-over-year increase in sales.
- Increased organic website traffic by 145% through SEO enhancements and content optimization while growing LinkedIn followers by over 400% with targeted content marketing efforts.
- Spearheaded the implementation and management of Lead Forensics, enabling real-time identification of website traffic, enhancing lead prioritization, and accelerating sales conversations.
- Improved marketing campaign ROI by leveraging advanced CRM techniques, including lead scoring, A/B testing, and personalization, to enhance targeting and engagement.

Hewlett-Packard - Product Marketing Manager

Houston, TX

March 2012 – March 2014

Global technology leader that develops innovative hardware, and services.

- Developed Go-to-Market Strategies to Drive Product Growth. Created comprehensive sales toolkits, video demos, and presentations for HP commercial displays, digital signage, and accessories, enhancing market positioning and increasing sales effectiveness through collaboration with Product Managers and stakeholders.
- Introduced lifestyle imagery that showcased user engagement and aligned with consumer behavior trends, improving brand resonance and driving customer attraction.
- Initiated a customer interview series, including a Hollywood cinematographer case study, providing actionable insights that informed product development and created compelling user stories to support growth marketing efforts.
- Communicated product roadmap updates to the team, ensuring global visibility to feature changes or timelines.

EDUCATION

Bachelor of Science: Business / e-Business University of Phoenix