

MICHELLE ORELUP

Product & Growth Marketing Leader

mcorelup@yahoo.com | LinkedIn.com/in/michelleorelup

CAREER PROFILE

Marketing leader with extensive experience in SaaS and B2B, combining product marketing strategy with growth-focused execution. Skilled at shaping product positioning and messaging that clarify market differentiation, while building multi-channel campaigns that generate pipeline and accelerate revenue. Adept at translating complex solutions into compelling stories, enabling sales teams and engaging target audiences. Proven success aligning go-to-market strategy with demand generation to fuel customer acquisition, retention, and long-term growth.

SKILLS

Product Marketing: Messaging, Positioning, Go-to-Market, Competitive Analysis, Customer Insights

Growth Marketing: Demand Generation, Campaign Strategy, Funnel Optimization, ABM, Marketing Automation

Shared Competencies: Content Strategy, Sales Enablement, Data-Driven Decision Making, Cross-Functional Leadership

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)

- Partnered with sales on ABM campaigns, integrating personalized messaging and executive outreach to secure seven new clients and \$1.5M in ARR, fueling a 44% increase in U.S. sales.
- Drove an 80% lift in web conversions by building a repeatable inbound funnel, combining UI/UX enhancements with optimized lead capture and nurturing flows.
- Strengthened competitive positioning and brand visibility by analyzing SEO and PPC gaps, producing high-impact content (blogs, case studies, video scripts), and managing social channels to align product updates and events with strategic goals.
- Implemented BI and AI-driven segmentation for prospect campaigns, accelerating pipeline velocity with targeted email marketing and real-time insights.
- Launched and scaled the COINS YouTube channel into a Top 3 traffic driver, generating 80,000+ new visitors and expanding brand reach.
- Increased customer acquisition by optimizing LinkedIn, Google, YouTube, and Bing campaigns with data-driven adjustments to paid and organic performance.

Quality SEO – Founder

Las Vegas, NV | March 2017 – Present

Integrated marketing solutions for small businesses.

Ongoing marketing consultancy delivering integrated strategies for B2B and SaaS companies.

- Elevated SMB visibility and customer acquisition by redesigning messaging, positioning, taglines, and SEO strategy, boosting organic traffic, strengthening brand awareness, and driving a 25% lift in customer adoption.
- Developed ABM strategies incorporating customer insights and personalized content to target high-value accounts, lifting acquisitions by 25% and improving retention.
- Produced explainer-style video content to simplify technical features, increasing engagement by 30% across digital channels.

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 | June 2014 – Feb 2017

Revenue-management software connecting patients, payers, and providers (SaaS).

- Embedded ABM into demand generation to support closing high-value accounts, contributing to a 50% YoY sales increase.
- Built a scalable content ecosystem including SEO-driven web, blog, and email campaigns, generating a 145% rise in organic traffic and enhancing sales enablement.
- Improved campaign ROI by applying CRM-based insights including lead scoring, A/B testing, and personalization.
- Increased LinkedIn followers by 400% through targeted campaigns and tailored engagement strategies that boosted visibility with physicians and providers.
- Deployed Lead Forensics to surface high-intent prospects, enabling faster, prioritized sales conversations.
- Led a marketing team to deliver digital programs tailored to specialty physicians and providers, driving measurable pipeline growth.
- Managed a \$1M budget, allocating across demand gen, digital ads, PR, events, and agencies to maximize ROI and organic 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 buyer insights to amplify brand resonance, and drive market adoption.
- Led customer interviews and case studies, including a Hollywood cinematographer spotlight, to surface insights that shaped messaging and drove adoption.
- Delivered sales enablement resources including pitch decks and training, driving alignment across sales, product, and marketing teams.
- Updated the product roadmaps, aligning stakeholders to evolving priorities and market opportunities.
- Introduced lifestyle imagery to GTM assets to build emotional connections and enhance product appeal.

EDUCATION

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