

MICHELLE ORELUP

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CAREER PROFILE

Results-driven marketing professional with over a decade of experience in B2B and SaaS industries, specializing in demand generation and integrated campaigns that drive high-quality 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 lead generation and contributed 44% to U.S. sales through innovative, insights-driven campaigns.

SKILLS

Marketing Strategy | Demand Generation | Email Marketing Strategy | Account-Based Marketing (ABM) | Lead Nurturing & Lead Scoring | Multi-Channel Marketing | Marketing Automation | CRM and CMS Platforms | Persona Development | Data Analytics & Segmentation | SEO & SEM | A/B Testing | Content Strategy & Development | Budget Management | Paid Media (LinkedIn, YouTube, Google, Bing) | Google Analytics | AI Tools (Intent Data, Content Personalization, Keyword Research, Campaign Optimization)

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)

- 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.
- 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.
- Enhanced brand visibility and SEO performance by analyzing PPC strategies, identifying keyword gaps, and creating high-impact content, including blogs, video scripts, and case studies that improved product differentiation, boosted engagement, and strengthened competitive positioning.
- Enabled advanced segmentation and real-time insights by implementing a business intelligence solution, leveraging AI tools and data-driven email marketing campaigns to optimize demand generation strategies and accelerate pipeline velocity.
- Increased organic and paid traffic across LinkedIn, Google, YouTube, and Bing by optimizing paid media campaigns and leveraging advanced analytics to boost lead generation and drive customer acquisition.

Quality SEO – Founder

Las Vegas, NV | March 2017 – Present

Integrated marketing solutions for small businesses.

- Enhanced branding, messaging, and SEO for SMBs to boost search visibility and drive organic traffic growth.
- Designed ABM strategies that leveraged 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, resulting in a 25% increase in customer acquisition.
- Created high-impact video content that simplified complex product features, driving a 30% increase in engagement 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 the patient, payer, and provider (SaaS).

- Led a high-performing marketing team, driving measurable outcomes in digital marketing performance targeted at specialty physicians and providers.
- 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 and enhancing sales enablement.
- 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.

- 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 and delivered sales enablement assets, including pitch decks and training modules, 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.
- 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