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## CAREER PROFILE

Dynamic marketing leader with 10+ years of experience scaling B2B and SaaS brands through innovative demand-generation strategies and data-driven decision-making. Proven track record of securing executive buy-in for transformative initiatives that increased customer acquisition by 44% and boosted web conversions by 80%. Expertise in leveraging SEO/SEM, CRM data, and analytics to execute integrated campaigns, optimize multi-channel strategies, and drive measurable engagement and revenue growth.

## CAREER HIGHLIGHTS

- **Drove Executive Conversions with Data-Driven Solutions:** Implemented an on-demand business intelligence solution to enhance decision-making, optimize demand-generation strategies, and drive measurable growth—contributing to 44% of closed deals through data-driven email marketing campaigns.
- **Boosted Web Conversions through User-Centric Design:** Increased web conversions by 80% by conducting A/B testing and implementing strategic UI/UX enhancements, improving the user journey, and reducing friction points.
- **Scaled Website Traffic with High-Impact Campaigns:** Generated 80,000 new website visitors by launching highly targeted YouTube PPC campaigns and video marketing strategies, leveraging audience segmentation and analytics to optimize ad performance and maximize ROI.

## 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)*

- Directed all U.S. marketing efforts, driving lead generation across web, email, PPC, social media, and video channels, resulting in measurable business growth.
- Improved product differentiation and positioning by identifying competitive opportunities through analysis of PPC strategies, email campaigns, and keyword gaps.
- Boosted web conversions by 80% by recommending and implementing strategic UI enhancements that optimized the user journey and increased engagement.
- Implemented a business intelligence solution that increased customer acquisition through enhanced targeting and drove 44% of closed deals.
- Enhanced sales enablement by translating customer insights into compelling case studies that supported marketing and sales initiatives.
- Managed all aspects of exhibitor participation at industry conferences, including email marketing, social media promotion, and marketing collateral.
- Optimized paid media campaigns across LinkedIn, Google, and Bing, driving measurable increases in web traffic and lead generation.
- Generated 80,000 additional website visitors annually by launching the COINS YouTube channel and executing a strategic video marketing initiative with targeted PPC campaigns.
- Managed a multi-channel marketing budget, ensuring cost-effective execution of PPC campaigns and strategic marketing initiatives.

### **Quality SEO - Founder, Las Vegas, NV**

March 2017 – June 2021

*Integrated marketing solutions for small businesses*

- Generated actionable insights by analyzing reviews, online content, and user experience, enabling small business owners to refine their marketing strategies and improve customer engagement.
- Recommended strategic positioning for branding, messaging, website optimization, concept development, and campaign strategies, driving increased market awareness.

- Produced compelling video content that simplified complex product features and benefits, enhancing customer understanding and boosting engagement.
- Crafted impactful taglines and value propositions, helping small businesses differentiate themselves in competitive markets and attract new customers.

**Weir Seaboard Oil & Gas - Marketing Project Manager**, Houston, TX

Oct 2017-Dec 2017

*Engineering solutions to lower the total cost of ownership.*

Directed task delegation to complete all projects during the 6-week contract, ensuring continuity in the Director's absence.

- Managed the project calendar to deliver all phases on time and within budget, ensuring seamless execution across multiple marketing initiatives.
- Collaborated with cross-functional teams of writers, designers, and agencies to develop high-impact campaigns aligned with brand objectives.
- Oversaw new product packaging initiatives, ensuring alignment with brand standards and market positioning to support product launches.
- Optimized the marketing program budget and managed agency-driven PPC campaigns, driving cost-effective lead generation and maximizing ROI.

**Global Healthcare Alliance - Marketing Manager**, Houston, TX

June 2014 – Feb 2017

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

- Drove a 10% increase in web conversions by leading the development and launch of a new website, optimizing the user experience, and improving engagement.
- Achieved 50% Y-O-Y sales growth through targeted email campaigns, brand management and social media initiatives that attracted and converted new customers.
- Increased LinkedIn followers by over 400% through content marketing efforts, enhancing brand visibility and engagement with key healthcare audiences.
- Boosted organic website traffic by 145% through SEO enhancements and content optimization, driving greater inbound lead generation.
- Streamlined CRM operations by managing MS Dynamics CRM, including data imports, segmentation, and email marketing, improving lead targeting and campaign efficiency.
- Led the vendor selection and data migration process from MS Dynamics CRM to Salesforce Lightning, ensuring a seamless transition and improved CRM functionality.
- Optimized marketing campaigns with advanced CRM management, lead scoring, A/B testing, and personalization, increasing campaign effectiveness and ROI.
- Managed a \$1M marketing budget while overseeing vendor relationships and exhibitor events, ensuring cost-effective allocation and maximum event impact.

**Hewlett-Packard - Product Marketing Manager**, Houston, TX

March 2012 – March 2014

*Technology company with a focus on hardware, cloud, security, and data services.*

- Developed go-to-market strategies for HP commercial displays, digital signage, and accessories by collaborating with Product Managers and stakeholders, creating comprehensive sales toolkits, video demos, and presentations to enhance market positioning and sales effectiveness.
- Managed the commercial product roadmap and communicated updates to the global team, ensuring visibility of feature or timeline changes and aligning cross-functional efforts to meet market demands.
- Enhanced visual marketing by introducing lifestyle images that demonstrated user engagement and aligned with consumer behavior trends, improving brand resonance and customer attraction.
- Initiated a customer interview series, including a Hollywood cinematographer case study, which became a standard for providing actionable insights to inform product development and user stories.
- Streamlined internal communications by managing a monthly newsletter to update the team on new collateral, positioning, and PR launches, improving alignment and awareness across departments.
- Implemented a SharePoint solution to improve document management, version control, and access.

## EDUCATION

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