

MICHELLE DONNELLON

PERFORMANCE-DRIVEN MARKETER

Start-up to Fortune 500 Experience



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EDUCATION

Xavier University
Cincinnati, OH
Completed 36 credits towards
M.B.A, General Business

Indiana University
Bloomington, IN
B.A., Communications and
Media Studies

EXPERTISE

Omnichannel Marketing
Strategy (Digital &
Traditional)

Strategic Planning, Cross-
Functional Collaboration &
Talent Development

Customer Lifecycle Marketing
& Demand Generation

Retention & Acquisition
Campaigns

Budget Management &
Revenue Forecasting

Market Research, Customer
Insights & Competitive
Intelligence

Brand Positioning &
Messaging

Partner & Vendor
Management

ABOUT ME

Currently Head of Canada Partner Marketing at Asurion, a global leader in device protection and tech care. Known for my 'owner's mindset', I am a seasoned, high-impact, results-oriented marketing leader with expertise in both B2B and B2C across consumer finance/fintech, insurance, retail, and wireless industries. I excel at energizing teams, building strong client relationships, and creating scalable programs that drive brand recognition and deliver measurable results for clients and partners.

EXPERIENCE

Asurion | Nashville, TN | Sep 2021 – Present

Senior Manager, Canada Partner Marketing

Promoted to Senior Manager, I now lead Mobility and Retail Partner Marketing for Asurion Canada, reporting directly to the VPGM and serving as a key member of the core decision-making team. As the head of marketing, I drive strategic initiatives to accelerate the growth and profitability of device protection plans with major Canadian mobility partners (Bell, TELUS) and retail partners (Walmart Canada, Costco Wholesale). I also serve as the compliance liaison, collaborating closely with legal teams to manage risks and ensure regulatory compliance and provincial mandates across all marketing materials and processes.

During my tenure at Asurion:

- Launched three monthly-pay device protection products with TELUS, resulting in a +150% attach rate increase and +28% YOY increase in subscriber base (over 800K), on track to reach 1M by early 2025.
- Streamlined delivery of Asurion's terms package to Bell Mobility's SmartPhone Care plan subscribers by shifting from paper mail to email, resulting in \$100K+ in annual savings and improved regulatory compliance tracking.
- Increased Walmart Protection Plan (WPP) attach rate in Canada by 32% through enhanced checkout prompts, reducing associate-assisted transaction time by 80% with integrated 'take a brochure' messaging for compliance. Also launched two new protection plan categories and the first-ever WPP offering on Walmart.ca.
- Rebranded Costco Canada's Excellence Plus protection plan, developing the most comprehensive and visually engaging in-store merchandising package to date.

AWARDS

Be An Owner Award
Asurion
2024

Received the Partner Marketing Team Award for exemplifying an owner's mindset.

Spotlight Awards
Asurion
2021, 2022, 2023

Earned the Quarterly Spotlight Award, presented by VPGM and Executive Leadership.

EPIC Awards
TEMPOE
2018

Recognized by the TEMPOE Executive Leadership Team for client service excellence, earning two EPIC (Ethics, People, Innovation, and Collaboration) Awards in March and November 2018.

Above the Call of Duty
TEMPOE
2015

Nominated by peers and awarded by the TEMPOE Executive Leadership Team for exceeding expectations, taking initiative with minimal direction, and consistently embracing responsibility.

Asurion | Nashville, TN | Aug 2019 – Sep 2021

Manager, Partner Marketing

At Asurion, a global leader in device protection and tech care, I designed and executed omni-channel go-to-market (GTM) strategies that drove growth for both Asurion and our retail partners. Serving as the primary marketing lead for multiple Asurion clients, I led product launches, redesigns, and growth initiatives, focusing on customer acquisition and retention for white-labeled protection plans across physical and digital channels. I led cross-functional teams, including ecommerce, creative, digital, customer experience and analytics, to deliver new products and co-marketing campaigns.

CNG Holdings, Inc. | Cincinnati, OH | Feb 2015 – Aug 2019

Senior Marketing Manager

Recruited to TEMPOE, a subsidiary of CNG Holdings (Check `n Go), I led the growth marketing strategy and execution of multi-channel B2B2C campaigns for key accounts, including Sears Holdings Corp. (Sears, Sears Auto, Sears Hometown and Outlet, Kmart) and Luxottica (Sears Optical). Collaborating with cross-functional teams (risk, finance, IT, legal, creative, sales), I executed 60+ direct mail and 3,500+ email campaigns, generating \$52.2M in traceable retail sales resulting in an average of 25.6% YoY increase during my tenure. I managed a \$2M annual budget, developed partner marketing plans with revenue forecasts, and drove branding across all customer touchpoints. Additionally, I oversaw TEMPOE's PACE Rewards program, issuing over \$1M in incentives to Sears Hometown and Outlet (SHO) store associates, and managed a \$250K trade show budget for SHO's annual convention, securing TEMPOE's first top vendor recognition for exceptional attendee engagement.

General Data Co. Inc. | Cincinnati, OH | Jan 2013 – Feb 2015

Director of Marketing

Promoted to Director of Marketing, I implemented strategies that generated \$4M in revenue growth and created a \$6M sales pipeline. I led a team of six, overseeing marketing across all divisions, including General Data Healthcare and General Financial. I drove a 20% expansion in stock label products, launching five new product lines (40+ SKUs) and adding \$500K in incremental revenue. Additionally, I played a key role in developing the company's first-ever eCommerce strategy, launching the General Data Online Store and tailored online storefronts.

General Data Co. Inc. | Cincinnati, OH | May 2007 – Jan 2013

Direct Marketing Manager

At General Data, a labeling, data collection, and traceability company, I led direct marketing for the Industrial Division, driving business growth. In partnership with executive leadership, I developed B2B campaigns that generated a \$1.5M sales pipeline. I also implemented the company's first CRM system, managed lead nurturing and customer communications, and oversaw vendor marketing budgets, co-marketing initiatives, and content creation.

InnoMark Communications | Phoenix, AZ | May 2006 – May 2007

Assistant Project Manager, PetSmart

Promoted to Assistant Project Manager within nine months of hire, I transitioned to InnoMark's onsite implementation team at PetSmart headquarters in Phoenix, Arizona. I supported the planning, fulfillment, and financial management of a monthly retail signage kit program for 400+ stores across North America. Working onsite as a vendor, I built strong relationships with key decision-makers, streamlined workflows, and proactively resolved challenges to ensure smooth execution.

InnoMark Communications | Cincinnati, OH | Aug 2005 – May 2006

Executive Marketing Assistant

I started my career at InnoMark, a visual retail marketing and merchandising company, where I held roles including marketing support lead, office coordinator, and tradeshow manager. I managed a \$100k tradeshow budget and led InnoMark's exhibition at the Retail Innovation Expo (formerly GlobalShop), generating numerous sales opportunities.

REFERENCES

Kallen Trachsel Gavin
Director, Retail/Amazon Partner Marketing
Worked on the same team at Asurion
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Renee Hovis
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