

MICHELLE DONNELLON

PERFORMANCE-DRIVEN MARKETER

Global Enterprise & High-Growth Experience

 (513) 828-9694

 Donnellon.Michelle@gmail.com

 Tampa, Florida, USA

 [Linkedin.com/in/michelledonnellon](https://www.linkedin.com/in/michelledonnellon)

EDUCATION

Xavier University
Cincinnati, OH
Completed 36 credits
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 leading Canada Marketing for Asurion, a global leader in device protection and tech care. A results-driven marketing leader with an owner's mindset and expertise across B2B and B2C in fintech, insurance, financial services, retail, and telecom. Known for energizing teams, building strong client relationships, and creating scalable programs that boost brand recognition and deliver measurable impact.

EXPERIENCE

Asurion | Nashville, TN | Sep 2021 – Present

Senior Manager, Partner Marketing Canada

Promoted to lead marketing for Asurion's multi-million-dollar Canadian partnerships with Bell, TELUS, Walmart Canada, and Costco Wholesale — driving growth, profitability, and market share in the device protection market. Report to VPGM and serve on core decision-making team, while acting as compliance liaison, collaborating closely with legal teams to manage risks and ensure all marketing meets regulatory and provincial requirements. As head of marketing, I drive strategic initiatives that accelerate growth and profitability of device protection plans across these key partnerships.

Growth & Impact:

- Launched four monthly-pay device protection subscription products with TELUS, boosting attach rates +150% and subscribers +28% YOY, surpassing 1M enrollments — the highest enrollment to date.
- Digitized Bell Mobility's SmartPhone Care plan terms delivery, cutting annual costs by \$100K+ and enhancing compliance tracking.
- Optimized Walmart Protection Plan checkout prompts, raising attach rates +32%, reducing transaction time by 80%, introducing two new categories, and launching the first protection product offering on Walmart.ca.
- Rebranded Costco Canada's Excellence Plus plan, delivering the company's most comprehensive and visually impactful in-store merchandising package to date.

AWARDS

Achievers Club

Asurion | 2026

Awarded to top 1% across U.S., Canada, and LATAM for outstanding performance and leadership.

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, Retail 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 clients, I led product launches, redesigns, and growth initiatives focused on customer acquisition and retention for white-labeled protection plans across physical and digital channels. I managed cross-functional teams — including creative, marcom, e-commerce, customer experience, analytics, legal and regulatory — to deliver new products and co-marketing campaigns.

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

Senior Marketing Manager

Recruited to TEMPOE, a fintech subsidiary of CNG Holdings (parent company of Check `n Go), I reported to the CMO and led growth marketing strategy and execution for multi-channel B2B2C campaigns with key accounts including Luxottica (Sears Optical) and Sears Holdings (Sears, Kmart, Hometown & Outlet, and Auto). Partnering closely with risk, finance, IT, legal, creative, and sales teams, I executed 60+ direct mail and 3,500+ email campaigns that generated \$52.2M in traceable retail sales, achieving an average 26% year-over-year growth 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 store associates — and managed a \$250K trade show budget, securing the company'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
Email: kallen.gavin@gmail.com
Phone: (423) 544-6132

Renee Hovis
Client Program Manager, TELUS
Worked on different teams at Asurion
Phone: (615) 753-6233

Bernie Spak
Client Services Director, TELUS
Worked on different teams at Asurion
Phone: (604) 690-2093

Nina Bridges
Owner / Sr. Graphic Designer
Worked on different teams at Asurion
Email: ninakmb@gmail.com
Phone: (703) 868-6462

Kristen Moscoso
Director, Regulatory Compliance
Worked on different teams at Asurion
Email: kmoscoso75@gmail.com
Phone: (571) 970-8636

Sheryl Webb
Marketing Manager, Sears Holdings Financial Services
Former client of CNG Holdings, Inc.
Email: slw6905@gmail.com
Phone: (630) 209-7342