

Michel Fortin

**Director of Marketing Communications, President, Business Marketing
Communications Consultant, Digital Marketing Strategist, Direct Response
Copywriter, Speaker, Author.**

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I'm currently Director of Communications at SEO TWIST, Inc., a full-service digital marketing agency that's also a Premier Google Partner, Facebook Partner, and Shopify Partner. I manage a portfolio of 47 client accounts ranging from small businesses to multinationals. I'm also President and co-owner of Supportibles, Inc. (formerly Workaholics4Hire), an outsourced customer support solutions and backoffice business process services provider.

I lead a team of three managers and 22 support staff, as well as over 200 part-time virtual assistants and remote workers. We handle an average volume of over 15,000 support cases daily with clients in a variety of industries and verticals. I'm also responsible for building the clientbase, developing strategic marketing plans, and implementing business growth campaigns.

I hold several Google Certifications (i.e., Search, Analytics, and AdWords), and supervise a team of content writers, analysts, copywriters, customer support personnel, and project managers. For close to 25 years, I've been a copywriter and consultant specializing in marketing communications and digital marketing strategy, including SEO, SEM, PPC, and SMM. I provide business development and marketing strategy consulting to help clients boost exposure, traffic, leads, sales, revenue, and equity.

My most salient skills include being a marketing writer, strategist, and consultant for thousands of different businesses in a wide variety of industries. I was instrumental in writing the campaign that sold the first ever one million dollars of digital products in one day online (2004). I was featured in numerous national publications, TV shows, and radio programs. As a public speaker, I've trained tens of thousands of people all over the globe to audiences as large as 10,000 people.

I'm the author of several books (over 300,000 copies sold or distributed), and hundreds of published articles. I'm also the webmaster of over 100 websites. I'm fluently bilingual in French and English. I'm also a WordPress geek, and well-versed in PHP, HTML, JS, CSS, Adobe Creative Suite, MS Office, and more.

Finally, for several years I was a part-time faculty member of Algonquin College's School of Business. Within their Business Marketing Management program, I taught Marketing Principles, Marketing Communications, Marketing Management, Professional Selling, Digital Commerce, and Web Design.

Willing to relocate to: Burlington, ON

WORK EXPERIENCE

Director of Communications

SEO TWIST - Ottawa, ON - March 2015 to Present

I am the director of communications at a full-service digital marketing and advertising agency offering search engine optimization (SEO), web design, pay-per-click advertising (SEM), social media marketing (SMM), content development, and copywriting services. I help clients increase their traffic, leads, conversions, and sales. I manage a staff of content writers and digital marketing assistants, and over 50 client accounts. I've

established standards, formalized accountability measures, and spearheaded new strategies for our services to clients, staff communications, and internal quality assurance.

President and CEO

Supportibles, Inc. (Formerly Workaholics4Hire) - Ottawa, ON - September 2008 to Present

I am the President and co-owner of Supportibles (formerly Workaholics4Hire). Supportibles provides customer support services on behalf of our clients. We handle a number customer issues, and troubleshoot or escalate complex cases. We provide, setup, and manage a variety of tools to improve customer success, including helpdesks, knowledgebases, portals, reports, and training materials. We also perform, facilitate, and manage number of backoffice tasks and business processes, such as data entry, comment moderation, market research, etc.

As President, I lead a team of three managers and 22 support staff, as well as over 200 part-time virtual assistants and remote workers. We handle an average volume of over 15,000 support cases daily with clients in a variety of industries and verticals. I'm also responsible for building the clientbase, developing strategic marketing plans, and implementing business growth campaigns.

CEO and Founder

The Success Doctor, Inc - Ottawa, ON - August 1997 to September 2008

As a direct response copywriter and marketing consultant, I wrote sales copy, managed marketing campaigns, consulted businesses on their brand and advertising strategy, and provided marketing communications consulting. I was instrumental in writing and developing the first salesletter to produce over a million dollars on launch day (2004). I also wrote sales video scripts, trained businesses on copywriting and web design, and coached entrepreneurs on their marketing strategy. I spoke internationally at various seminars, conventions, and tradeshow (from USA to New Zealand) on topics related to the above. Some events had audiences as larger as tens of thousands of people.

Freelance Copywriter and Marketing Consultant

Self-Employed - Ottawa, ON - September 1992 to August 1997

I was a marketing consultant and copywriter specializing in cosmetic surgery and medical professionals, and later expanded to include other professionals such as lawyers, accountants, and business services. This business later incorporated and evolved into the above following company, The Success Doctor, Inc. (i.e., "I help doctors become successful"). Services include producing half-hour long infomercials on TV for hair transplant doctors, websites on the Internet (in its infancy), and full-page display newspaper ads. I was also responsible for developing a new follow-up and direct marketing system that made several million dollars in sales in its first month.

EDUCATION

Faculty in Marketing Management

Algonquin College - Ottawa, ON

1999 to 2003

Business Administration

CEGEP de l'Outaouais (College) - Gatineau, QC

1985 to 1987

SKILLS

Advertising, Copywriting, SEO, Online Marketing, Email Marketing, Social Media Marketing, Conversion Optimization, Multivariate Testing, Public Speaking, Customer Service, Social Media, Marketing Strategy, A/B testing, Customer Relations, Online Advertising, Web Design, Wordpress, Entrepreneurship, Web 2.0, Writing, Coaching, E-commerce, Digital Marketing, Social Networking, Web Development, Editing, Blogging, HTML, SaaS, User Experience, Direct Mail, SEO copywriting, Marketing Communications, Business Strategy, Website Development, Marketing, Affiliate Marketing, Facebook, Content Management, Web Marketing, WordPress, Lead Generation, SMO, Content Development, Internet Strategy, Keyword Research, Online Reputation Management, Organic Search, Content Strategy, Blog Marketing

LINKS

<http://supportibles.com>

<https://michelfortin.com>

<https://www.linkedin.com/in/michelguyfortin/>

CERTIFICATIONS/LICENSES

Google Adwords

April 2017 to April 2018

Google Analytics

April 2017 to April 2018

Google Search

April 2017 to April 2018

ADDITIONAL INFORMATION

Associations and memberships include AWAI (American Writers and Artists Institute), AIMS Canada (Association of Internet Marketing and Sales), HTML Writers Guild, International Webmaster Association, Who's Who Historical Society, WordCamp Ottawa (Faculty).