

# Michel Fortin

President and Director of Communications

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## Summary

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., 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.

I hold several Google Certifications and supervise a team of content writers, marketing analysts, copywriters, social media coordinators, 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.

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## Experience

Director of Communications at SEO TWIST

March 2016 - Present

As director of communications of a full-service digital marketing and advertising agency that's also a Premier Google Partner, we offer search engine optimization (SEO), web design, pay-per-click advertising (SEM), social media marketing (SMM), reputation management, content development, and copywriting services. My ultimate goal is to help clients improve their online results while managing a team of content writers and digital marketing assistants. My tasks include:

- Collaborate, conceptualize, and implement ideas for integrated marketing campaigns.
- Identify and analyse metrics, keywords, competition, markets, and campaign KPIs.
- Develop, execute, and optimise campaign strategies and performance of 50 accounts.

- Develop digital/print communications and marketing materials with creative team.
- Manage a team of content writers, social media coordinators, and marketing analysts.
- Read, interpret, and communicate key elements of strategic plans and messages.
- Copy, edit, and revise communications, and prepare written/presentation materials.
- Identify growth opportunities via PPC, SEO, SMM, PR, and reputation management.
- Analyse acquisition costs and optimization factors with a focus on conversion and ROI.
- Identify and optimise social media assets, social triggers, and branding opportunities.
- Establish and formalize accountability measures for increased quality assurance.
- Produce, publish, and coordinate delivery of media releases/relations content.
- Address the media as spokesperson, and arrange interviews and news conferences.
- Liaise with clients, and compile reports on campaign results to senior management.
- Analyze and interpret developments and trends, and respond and adjust accordingly.

### **President at Supportibles**

**September 2008 - Present**

As President and co-owner of Supportibles, Inc. (formerly Workaholics4Hire), I lead a team that offers professional frontline customer, technical, sales, and virtual support services for clients. We handle a number of support issues, manage a variety of customer touchpoints, and troubleshoot or escalate complex cases. We also provide, setup, and manage a variety of tools to improve customer success, as well as perform and facilitate a number of backoffice tasks and business processes. My tasks include:

- Hire and lead a team of customer support staff, virtual agents and remote workers.
- Handle an average daily volume of 15,000 cases for clients in a variety of verticals.
- Create and maintain support training documentation and best-practice manuals.
- Assign and monitor responsibilities and tasks, and evaluate/manage performance.
- Conduct CS audits, identify snags and opportunities, and propose recommendations.
- Manage customer expectations, and update them on task development and progress.
- Develop strategic marketing plans and implement business growth strategies.
- Provide guidance in the development of CS/TS methodologies, plans, and programs.
- Develop relationships and liaise with key agents, partners, resources, and suppliers.

### **CEO at The Success Doctor, Inc.**

**March 1992 - September 2008 (16 years 7 months)**

As a direct response copywriter and marketing consultant, I wrote sales copy, managed marketing campaigns, and consulted businesses on their brand and advertising strategy, and provided marketing communications consulting. I initially specialized in cosmetic surgery and medical professionals, and later expanded to include other professionals with The Success Doctor, Inc. (i.e., helping doctors become successful). My tasks included:

- Wrote direct response sales and advertising copy in a variety of media, mostly online.
- Consulted clients on their sales, marketing, branding, and business growth strategies.
- Was instrumental in first campaign ever to produce a million dollars in one day (2004).
- Wrote sales website content, video scripts, salesletters, TV infomercials, and print ads.
- Trained/coached clients on copywriting, marketing, ecommerce, and brand strategy.
- Spoke around the globe at various seminars, conventions, and industry tradeshow.
- Wrote and produced several late-night infomercials that are still running to this day.
- Was directly responsible for generating several millions of dollars in sales in 30 days.

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## Education

Algonquin College of Applied Arts and Technology

Faculty and Curriculum Development, Marketing/Marketing Management, General, 1999 - 2003

CEGEP de l'Outaouais

Business Administration and Management, General, 1985 - 1987

Ecole Secondaire Grande-Riviere

Diploma, General Studies, 1980 - 1985

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## Honors and Awards

National Record Holder

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[Contact Michel on LinkedIn](#)