

Michel Fortin

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Summary

Lead a growing team of certified marketing writers, research analysts, and web designers. Produced targeted digital marketing communications backed by accurate, timely internal reporting and analysis. Conceived and implemented integrated marketing communications across multiple platforms. Executed strategic marketing plans, maximised effectiveness, and met measurable objectives. Instrumental in creating record-breaking marketing campaigns. Featured in international media as guest expert. Trained thousands of people globally.

Experience

Director of Communications at SEO TWIST (Ottawa, ON) March 2016 - Present

Manage 47 client accounts at a full-service digital marketing agency that's also a Google and Shopify Partner.

- 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 and Co-Owner at Supportibles, Inc. (Ottawa, ON) September 2008 - Present

Manage an outsourced customer support solutions team of 22 staff and 200+ part-time remote workers.

- Hire, train, and lead a team of customer support staff and virtual support agents.
- 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. (Ottawa, ON) March 1992 - September 2008

Operate an Internet marketing, SEO, copywriting, and consulting agency specialising in professional services.

- 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 tradeshows.
- 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.

Education

Algonquin College (Faculty) - Marketing Management (eCommerce) 1999 - 2003

CEGEP de l'Outaouais - Business Administration (Marketing) 1985 - 1987