

Michel Fortin

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Summary

Lead a team of writers, analysts, designers, and developers. Oversee the deployment, operation, and support of IT systems and tools needed for digital campaigns. Produce marketing communications backed by accurate internal reporting and analysis. Conceive and implement integrated marketing communications across multiple platforms. Conceive, execute, and optimise strategic marketing plans, and meet measurable objectives. Instrumental in creating record-breaking campaigns. Featured in international media as guest expert. Trained thousands of people globally.

Experience

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

Manage digital marketing communications at an SEO agency and technology needs for launching digital campaigns.

- Collaborate, conceptualize, and implement ideas for integrated marketing campaigns.
- Identify and analyse metrics, keywords, competition, markets, and campaign KPIs.
- Manage a team of content writers, marketing analysts, and IT and creative developers.
- Oversee implementation, operation, and support of IT, information systems, and tools.
- Regularly audit, update, and troubleshoot digital assets to ensure optimal performance.
- Coordinate business applications and managed services needed for digital campaigns.
- Assist clients with installing, monitoring, maintaining, and troubleshooting IT systems.
- Lead and implement transformation initiatives as required, such as server migration.
- Determine appropriate technology plans and tools that drive better metrics and results.
- Ensure security awareness, best practices, and compliance measures to reduce risks.
- Liaise with IT vendors of technology services, and oversee budgets and agreements.
- Develop, manage, and adhere to allocated operational and departmental budgets.
- 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.
- Produce, publish, and coordinate delivery of media releases/public relations content.
- Address the media as spokesperson, and arrange interviews and news conferences.
- 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.
- 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 marketing, branding, operations, and business growth strategies.
- Wrote sales website content, video scripts, salesletters, TV infomercials, and print ads.
- Was instrumental in first campaign ever to produce a million dollars in one day (2004).
- Spoke/trained around the globe at seminars, conventions, and industry tradeshow.
- 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