

# MICHEL FORTIN

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## Summary

Internet marketing specialist for 30 years adept at developing profitable marketing campaigns. Produced integrated marketing communications across multiple platforms backed by accurate internal reporting and analysis. Oversaw the deployment of IT tools and services required for the success of digital campaigns. Conceived, executed, and optimized strategic marketing plans and met measurable objectives.

## Skills

- Copywriting and editing
- Web development
- SEO, SEM, SMM, PPC
- Strategic marketing
- Conversion optimization
- Market research
- Marketing communications
- Content development
- Brand messaging
- Public speaking
- Multimedia production
- Project management
- Information systems
- Digital commerce
- Troubleshooting
- Advanced WordPress
- Adobe Creative Suite
- PHP, CSS, HTML, jQuery

## Experience

### Director of Communications and Digital Operations

March 2016 - Now

SEO TWIST, Inc. (Ottawa, ON)

- Lead a team of content writers, research analysts, graphic designers, and web developers.
- Implement promotional strategies to improve customer engagement across all channels.
- Develop, execute, and optimize successful marketing strategies for over 35 client accounts.
- Create and implement complete marketing plans using SEO, lead generation, and email.
- Conduct in-depth marketing audits and collaborate in writing winning campaign proposals.
- Identify and analyze key metrics, search trends, competition, markets, and campaign KPIs.
- Produce, publish, and coordinate delivery of communications and public relations content.

### President and Co-Owner

September 2008 – Now

Supportibles, Inc. (Ottawa, ON)

- Manage remote customer and technical support agents handling thousands of cases daily.
- Conduct customer experience audits, identify problem areas, and propose improvements.
- Train and monitor support teams, evaluate agent performance, and optimize response times.
- Develop training materials for, and relationships with, team managers and key personnel.
- Ensure effective support of systems and tools, such as helpdesks, softphones, and chatbots.

### CEO and Owner

March 1992 – March 2016

The Success Doctor, Inc. (Ottawa, ON)

- Developed and executed successful sales and marketing campaigns in multiple channels.
- Wrote successful marketing and advertising copy in every media, breaking industry records.
- Consulted clients around the world on marketing, Internet, and business growth strategies.
- Gave keynote presentations at seminars, and taught college marketing and ecommerce.

## Education

CEGEP de l'Outaouais - Business Administration (Marketing)

1985 - 1987

Multiple courses and MBA-level marketing management classes

1989 - Now

## Certifications

2016 - Google Adwords

2016 - Google Analytics

## Awards

2002 - Certificate of Teaching Excellence (Algonquin)

2004 - Breaking million-dollar sales record in one day

## Publications

2006 - The Death of The Salesletter

1998 - Power Positioning

## Languages

Advanced English and French - Written and Oral (EEE)

Intermediate Portuguese - Written and Oral