

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 technology tools, resources, and services required for the success of digital campaigns. Conceived, executed, and optimized strategic marketing plans and met measurable objectives. Managed a creative team focused on executing marketing campaigns including email, direct mail, social media, event, and digital marketing. Authored books and spoke internationally on marketing.

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 Marketing 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.
- Develop, execute, and optimize successful marketing strategies for over 35 client accounts.
- Implement promotional strategies to improve customer engagement across all channels.
- 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.
- Oversee the deployment of technology tools and resources needed for digital campaigns.
- Spearhead the design and launch of multiple new business and digital marketing initiatives.

CEO, Owner, and Internet Marketing Consultant

March 1992 – March 2016

The Success Doctor, Inc. (Ottawa, ON)

- Conceived and executed successful marketing campaigns in all channels, especial online.
- 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 and seminars, and taught college marketing and ecommerce.
- Delivered hundreds of webinars on marketing, copywriting, ecommerce, and conversion.
- Created entire campaigns, from branding and direct mail, to email blasts and social media.
- Developed unique promotions and direct mail campaigns that generated over 1,500 leads.
- Created positioning strategy and communications plans directly resulting in increased sales.

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