

# MICHEL FORTIN

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## Summary

Senior marketing specialist for 30 years with extensive Internet marketing experience adept at developing profitable campaigns. Produced integrated marketing communications across multiple platforms backed by accurate internal reporting and analysis, and met measurable objectives. Deployed tools and resources required for the success of digital campaigns. Hired and led a team of professionals focused on executing marketing campaigns, including emails, direct mail, social media, events, and digital marketing.

## Experience

### Director of Communications / SEO and Digital Operations Manager

March 2016 - Now

SEO TWIST, Inc. (Ottawa, ON)

- Develop and execute successful marketing strategies for 35 client accounts with extensive budgets.
- Create and implement complete marketing plans, including SEO, lead generation, email, and more.
- Implement promotional strategies to drive and improve customer engagement across all channels.
- Conduct in-depth marketing audits and collaborate with sales teams in writing winning proposals.
- Research, identify, and analyze trends, competitors, markets, buyer personas, and campaign KPIs.
- Produce, publish, and coordinate delivery of key communications and public relations content.
- Oversee the deployment of technology tools and resources needed for running digital campaigns.
- Spearhead the design, launch, and success of multiple new business and digital marketing initiatives.

### CEO / Owner / Copywriter and Internet Marketing Consultant

March 1992 – March 2016

The Success Doctor, Inc. (Ottawa, ON)

- Consulted businesses around the world on marketing, Internet, and business-building strategies.
- Conceived, executed, and optimized successful marketing campaigns across multiple channels.
- Wrote successful sales, marketing, and advertising copy in every media, breaking industry records.
- Delivered keynote presentations, and taught college classes in marketing, sales, and ecommerce.
- Presented hundreds of weekly webinars on marketing, copywriting, ecommerce, and conversion.
- Generated entire marketing campaigns, from branding and direct mail, to email and social media.
- Devised unique positioning strategies and communications plans directly resulting in increased sales.
- Championed unique promotions and direct mail campaigns generating thousands of new leads.

### President / Co-owner / Director of Sales and Marketing

September 2008 – Present

Supportibles, Inc. (Ottawa, ON)

- Created and executed marketing campaigns that generated thousands of new leads and referrals.
- Increased client-base by implementing new branding, marketing, and business-building strategies.
- Managed remote support agents handling thousands of cases daily, and improved response times.
- Conducted customer experience audits, identify potential snags, and recommend improvements.

## Skills

Copywriting and editing  
Communications and PR  
SEO, SEM, SMM, and PPC

Market research  
Brand messaging  
Public speaking

Project management  
Web development  
Digital commerce

WordPress and Drupal  
Adobe Creative Suite  
Troubleshooting

## 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