

Michel Fortin

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Marketing Executive • Senior Marketing Expert • Digital Marketing Specialist

Marketing Planning and Strategy
Research, Analytics, and Insights
SEO, SEM, PPC, and Social Media
Campaign and Funnel Management
Conversion Rate Optimization

Integrated Communications
Brand and Product Marketing
Audits and Website Architecture
Digital and Cloud-Based Operations
Cross-Functional Team Leadership

Diplomas **Marketing Management**, Algonquin College (as Faculty), Ottawa, ON – 2002
Mini MBA, Entrepreneur.com, Accredited eBusiness School – 2020 (Estimated)

Technologies WordPress, SaaS, CRMs, Adobe CS, GSuite, MS Office, Google Ads/Analytics, GTM
Industries Agency, software, education, IT, healthcare, real estate, apps, services, professionals
Languages Fluent in French and English (translation proficiency), and some Portuguese

WORK HISTORY

Marketing Director, INOVO Medical, Ottawa, ON **2019-Present**

- Revamped marketing, positioning, analytics, and sales architecture of a clinic serving 600 patients.
- Created and executed a complete marketing plan that increased non-OHIP business by 280% MoM.
- Developed and managed website, SEO, SEM, PR, email, and social media, tripling patient bookings.
- Hired, trained, and managed marketing team and customer-centric staff of 12 to boost clinic sales.
- Conducted in-depth marketing audits and analyses, identifying markets and growth opportunities.

Director of Marketing, Breslin Media Group, LLC, Las Vegas, NV (part-time) **2019-Present**

- Developed, managed, and optimized websites, SEO, PPC, and ads that produced \$800k in sales.
- Migrated firm's online platforms to a fully cloud-based environment using SaaS, CMS, and GSuite.
- Produced promotions and marketing communications for the firm and its eight partner websites.
- Implemented tracking systems and optimized remarketing, improving campaign success by 220%.
- Trained staff on digital best practices, and consulted executives on effective marketing strategies.

Director of Communications, SEO/SEM Manager, SEO TWIST, Ottawa, ON **2016-2019**

- Managed SEO, PPC, ads, lead generation, emails, social media, and analytics of 35 client accounts.
- Led a cross-functional team of eight that launched 30+ marketing projects across 1,000+ websites.
- Created and executed campaigns that successfully increased traffic, leads, conversions, and sales.
- Audited client website, removed friction, and optimized architecture, raising conversions by 284%.
- Deployed, managed, and perfected platforms that resulted in increased conversions and revenue.

CEO, Marketing Consultant, The Success Doctor, Inc., Ottawa, ON

1992-2016

- Produced award-winning marketing communications and campaigns that generated \$30+ million.
- Managed 22 junior marketing staff, contractors, and managers handling 600+ marketing projects.
- Conceived and executed first ever marketing campaign to produce over \$1 million in one day online.
- Presented over 200 webinars on Internet marketing, product marketing, SEO, SEM, and conversion.
- Instrumental in growing one client's sales from \$400k to \$1.2 million, and expanded 12 new offices.
- Spoke at Internet marketing seminars around the world to audiences as large as 10,000 attendees.

CERTIFICATIONS

Google Search Fundamentals	2017	Facebook Advertising	2019
Google Ads Fundamentals	2017	Advanced Facebook Ads	2019
Google Analytics Fundamentals	2017	Advanced Google Analytics	2019
Google Remarketing	2019	Advanced Google Ads	2019
SEO For Ecommerce	2019	Marketing Analytics	2019
Advanced SEO	2019	Excel for Marketers	2019

ASSOCIATIONS

Member , Canadian Marketing Association (CMA)	2019-Present
Faculty , WordCamp Ottawa, Ottawa WordPress Group	2014-2015
Member , International Webmasters Association (IWA)	1998-2003

ACHIEVEMENTS

Certification , StackSkills, Complete Digital Marketing program (ongoing)	2019
Author , The Death of The Salesletter: The Impact of Web 2.0 (book)	2004
Award , Certificate of Teaching Excellence, Algonquin College	2001
Author , Power Positioning: Online Marketing Strategies (book)	1998

ADDITIONAL EXPERIENCE

Spokesperson , Ottawa Regional Cancer Foundation	2014-2017
<ul style="list-style-type: none">• Spoke at business fundraisers, events, and local schools, helping to raise \$1.2 million.	
Co-Owner and President , Supportibles, Inc., Ottawa, ON	2008-Present
<ul style="list-style-type: none">• Manage the operations and billings of an outsourcing customer and tech support services firm.• Lead team of 12 remote support agents and supervisors, handling 1,500+ support requests daily.• Train staff and reduce response times by 77% by implementing SaaS helpdesk and automation.	