

Michel Fortin

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Marketing Executive • Full Stack Marketer • SEO / Digital Marketing Specialist

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

UI/UX, Site Audits, and Architecture
Branding and Product Marketing
Integrated Marketing Communications
Cloud-Based Operations Management
Cross-Functional Team Leadership

Diplomas **Marketing Management**, Algonquin College (Faculty Member), 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
Clearances Secret Security Clearance (Level II) #96221048 – 2019-2029

WORK HISTORY

Director of Marketing and Digital Marketing Consultant, Shelly Solutions, Ottawa, ON **2019-Present**

- Develop and manage client websites, SEO, SEM, and ad campaigns that produced \$800k in sales.
- Migrate business platforms to cloud-based environments using PaaS, SaaS, CMS, and CRM tools.
- Develop marketing strategies and improve web performance MoM with direct P&L responsibility.
- Conduct SEO/UX audits, map customer journeys, and revise messaging, boosting sales by 280%.
- Train teams on digital best practices and coach executive clients on effective marketing strategies.

Director of Marketing Communications and SEO 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 and 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 sell over a million in a single 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
Ads and Analytics: Remarketing	2019	Advanced Google Ads	2019
Learning Google Tag Manager	2019	Marketing Analytics	2019
SEO For Ecommerce	2019	Product Management Basics	2019
Advanced SEO Strategies	2019	Excel for Marketers	2019
B2B Marketing Foundations	2019	Data-Driven Storytelling	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.	