

# Michel Fortin

Rockland (Ottawa), ON

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## Marketing Consultant • Digital Marketing Strategist • Communications Specialist

**Strategic Marketing Planning**  
**Research, Analytics, & Insights**  
**Copywriting & Communications**  
**Branding, Positioning, & Messaging**

**SEO, UX, CRO, & PPC Management**  
**Website Audits & Content Architecture**  
**Teaching, Training, & Public Speaking**  
**Cross-Functional Team Leadership**

<b>Diplomas</b>	<b>Marketing Management</b> , Algonquin College (Faculty Member), Ottawa, ON – 2002 <b>Mini MBA</b> , Entrepreneur.com, Accredited eBusiness School – 2020 (Estimated)
<b>Industries</b>	Professional services, healthcare, legal, financial, education, IT, business consulting
<b>Technologies</b>	WordPress, SaaS, CRMs, Adobe CS, GSuite, MS Office, Google Ads/Analytics, GTM
<b>Languages</b>	Fluent in French and English (translation proficiency), and some Portuguese
<b>Clearances</b>	Secret Security Clearance (Level II) #96221048 – 2019-2029

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## WORK HISTORY

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### **Senior Marketing Consultant**, Michel Fortin, Ottawa, ON **2016-Present**

- Conduct audits, identify opportunities, and propose strategic plans, boosting revenue by 200-300%.
- Develop marketing strategies and improve digital performance MoM with direct P&L responsibility.
- Introduce more productive strategies raising conversions by 64%, leads by 90%, and sales by \$800k.
- Provide ongoing consulting and assistance with marketing campaigns and communications plans.
- Produce and launch aggressive marketing campaigns, one producing \$343k in sales under a month.
- Coach professionals, executives, and marketing teams on effective strategies and best practices.

### **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.

### **Owner, 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.

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## CERTIFICATIONS

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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

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## ASSOCIATIONS

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

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## ACHIEVEMENTS

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

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## ADDITIONAL EXPERIENCE

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