

# MICHEL FORTIN

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## DIRECTOR OF MARKETING, COMMUNICATIONS & SEO | FRACTIONAL CMO

Digital marketing leader with 30+ years of experience and history of developing innovative marketing strategies and winning campaigns that drive explosive business growth. Recognized industry authority with extensive track record of repeat success through new product creation, strategic positioning, and revenue generation. Change catalyst with proven ability to train and mentor successful leaders, and to lead and grow award-winning, cross-functional teams.

- Instrumental in generating over \$1B in career sales within emerging and highly competitive verticals.
- Rebuilt marketing departments and product lines, increasing MRR by 148% and 233% in new business.
- Developed and managed marketing campaigns with P&L oversight of budgets ranging from \$25K to \$2M.
- Conceptualized best-in-class marketing approaches that broke Internet revenue records (e.g., \$1M/day).

## KEY COMPETENCIES

- Strategic Marketing Leadership
- Market Research and Intelligence
- Competitive and Gap Analyses
- Brand Messaging and Positioning
- Copywriting and Content Strategy
- Messaging and Communications
- Speaking, Training, and Coaching
- Strategic Planning and Execution
- Change and Growth Management
- Demand Generation Strategy
- Search Engine Optimization (SEO)
- Search Engine Marketing (SEM)
- Paid Advertising and Digital PR
- Marketing Audits and Roadmaps
- Conversion Rate Optimization

## PROFESSIONAL EXPERIENCE

**Senior Marketing Advisor**, Michel Fortin Consulting, Ottawa, ON

**2016-Present**

*Independent marketing advisor and fractional CMO specializing in marketing visibility, SEO consulting, and digital strategy.*

- Spearheaded marketing strategy and demand generation efforts, resulting in significant gains in visibility and revenue for clients, such as a 1,628% increase in organic traffic over 6 months and generating \$343K extra in the first month.
- Conducted 360° marketing audits; identified competitive gaps and strategic growth opportunities; built data-driven roadmaps and KPI dashboards; and provided ongoing oversight, training, and mentorship during deployment.
- Revamped content architectures and improved user journeys, boosting conversions by 64% and SQLs by 90% YoY.

**Director of Search Marketing**, seoplus+, Ottawa, ON

**05/2021-11/2022**

*Multiaward-winning digital marketing agency with 50+ staff and partnerships with Shopify, Microsoft, Google, and Meta.*

- Oversaw account performance and provided leadership over 3 marketing departments (SEO, SEM/PPC, and Content Marketing) comprised of 18 team members managing 200+ client accounts, and reporting to VP of Operations.
- Initiated and navigated organizational transformation by restructuring product offerings, positioning, pricing, and sales processes, growing ARR by 197% to \$5M (on track to reach \$10M) and reducing client churn from 12% to under 3%.
- Provided thought leadership and industry expertise by publishing articles, presenting at conferences and events, and appearing on podcasts as guest expert; educated clients and team members about best practices and industry news.
- Improved department performance and efficiencies across campaigns, growing KPIs ranging from 16% to 850%, and spearheaded the relaunch and amplification of agency website, increasing visibility by 477% and traffic by 2,200%.

**Director of Communications, SEO Manager**, SEO TWIST, Inc., Ottawa, ON

**03/2016-02/2019**

*Bilingual 32-person Google Premier Partner and Shopify Partner digital marketing agency serving Ontario and Quebec.*

- Conceptualized and oversaw campaign execution across multiple channels to improve search visibility, demand generation, and marketing KPIs, successfully increasing client traffic and conversions by as much as 284% MoM.
- Performed audits, identified gaps, and roadmapped strategic initiatives to help clients gain traction and outperform competitors; increased search impressions from 640K to 7.2M in 1 year, achieving an increase of 4,920% YoY.
- Led a cross-functional team of specialists and strategists that launched 30+ marketing projects across 1K+ websites and campaigns; regularly met and advised key stakeholders on strategy, project updates, and account performance.
- Consolidated and streamlined tools and processes to improve efficiencies and department performance; deployed, managed, and perfected marketing automation platforms, resulting in increased campaign speed and profitability.

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

**1992-2016**

*Independent marketing consultancy offering digital marketing, copywriting, coaching, and training products and services.*

- Produced award-winning marketing communications and campaigns that generated \$30M in online sales during the Internet's early years; orchestrated first-ever marketing campaign to sell over \$1M in a single day online (2004).
- Grew a freelance consultancy of one to a busy marketing agency comprised of 200+ ad hoc contractors, 77K active members, and a team of 22 staff and 3 managers handling 600+ client projects over the course of its operations.
- Improved high-ticket sales by 480%, leading to rapid growth, and piloted expansion by opening 12 offices in 2 years.
- Presented 200+ webinars on Internet marketing, online business, copywriting, communications, advertising, SEO, PPC, social media, blogging, and blog monetization; spoke at industry conferences worldwide to audiences as large as 10K.

## EDUCATION & CERTIFICATIONS

- *Marketing Management*, Algonquin College (Faculty Member), Ottawa, ON **2002**
- *Mini MBA*, Excel Business School, CPD-Accredited (Europe), London, UK **2019**
- *Digital Marketing Training Certification*, Coursera (formerly StackSkills), Online **2020**
- *Mental Health First Aid*, Mental Health Commission of Canada, Ottawa, ON **2021**

*Google Search • Advanced Google Search • Google Ads • Advanced Google Ads • Google Analytics • Advanced Google Analytics • Google Tag Manager • Facebook Advertising • Advanced Facebook Advertising • Remarketing: Ads and Analytics • SEO Foundations • Ecommerce SEO • Advanced SEO Strategies • Marketing Analytics • Advanced Marketing Analytics • B2B Marketing Foundations • Product Management • Excel for Marketers • Data-Driven Storytelling • Go-to-Market Planning* **2016-2022**

## ACHIEVEMENTS & PUBLICATIONS

- Author, *The Death of The Salesletter: The Impact of Web 2.0* (self-published) **2004**
- Author, *Power Positioning*, Aesop Marketing Corporation, San Francisco, CA **1998**
- Presenter, WordCamp Ottawa, Ottawa WordPress Group, Ottawa, ON **2014**
- Certificate, Teaching Excellence Award, Algonquin College, Ottawa, ON **2001**
- Member (Basic), Canadian Marketing Association (CMA), Toronto, ON **2020**
- Attendee, SMX, SMX Advanced, MozCon, Search Engine Summit **2022**

## SKILLS & SOFTWARE

- **Technologies** - HTML, PHP, CSS, JSON-LD, RegEx, JavaScript (Intermediate), Python (Basic)
- **Platforms** - WordPress, Shopify, Google Workspace, Google Ads, Google Search Console, Google Tag Manager, Google Analytics, Google Data Studio, Google Optimize, Bing Webmaster Tools, MS Office, MS Clarity, Cloudflare
- **Software** - ScreamingFrog, Ahrefs, Moz, SEMrush, Surfer SEO, Majestic, BrightLocal, SparkToro, SpyFu, Basecamp, CrazyEgg, GTMetrix, Supermetrics, Buffer, WooCommerce, Hubspot (Intermediate), Salesforce (Basic)
- **Languages** - fluency in both French and English (Government of Canada rated EEE/EEE) with translation proficiency
- **Clearances** - Security Clearance Secret Level II (Government of Canada), ID #96221048, expiring in September 2029

## VOLUNTEERING & MISCELLANEOUS

**Spokesperson, Fundraiser**, Ottawa Regional Cancer Foundation, Ottawa, ON **2014-2017**

- Assisted local cancer charity and its events by providing pro bono marketing, voiceover, and web design services.
- Participated in annual fundraisers (e.g., Bust a Move, Epic Walk, and Champions Breakfast) that raised over \$1.2M.
- Spoke at private functions, business events, and local schools, and gave news interviews on behalf of the charity.

**President, Executive Director**, Supportibles, Inc., Ottawa, ON **2008-2020**

- Co-managed the operations of an outsourced customer support services firm with a remote staff of 200+ agents.
- Recruited and led remote agents and team leads, handling 1.5K+ support requests daily across 40 active accounts.
- Trained staff, streamlined accounts, and implemented process improvements, reducing response times by 77%.