

MICHEL FORTIN

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VP OF GROWTH | DIRECTOR OF MARKETING, COMMUNICATIONS & SEO | FRACTIONAL CMO

Digital marketing leader with 35+ years of experience and history of developing innovative marketing strategies and winning campaigns that drive explosive business growth. Recognized industry authority, pioneer, and visionary with extensive track record of repeat success through market positioning and marketing visibility. 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
- Search Engine Optimization (SEO)
- Market Research and Intelligence
- Competitive and Gap Analyses
- Copywriting and Content Strategy
- Communications and Digital PR
- Branding and Brand Positioning
- Speaking, Training, and Coaching
- Strategic Planning and Execution
- Change and Growth Management
- Demand Generation and Growth
- Marketing Audits and Roadmaps

PROFESSIONAL EXPERIENCE

VP of Growth, Director of Communications, Musora Media, Inc., Abbotsford, BC **12/2022-Present**
World's leading digital music learning platform (SaaS) with close to 100,000 active members and over 4M followers online.

- Lead a cross-functional team of 9 specialists and strategists in content marketing (SEO), paid ads, digital PR, app marketing (ASO), and marketing operations to expand the firm's visibility and optimize its demand generation efforts.
- Audit, analyze, and overhaul the company's digital presence to improve its SEO, topical authority, brand awareness, and ranking signals, increasing organic traffic by 244%, search visibility by 79%, and organic leads by 115% YoY.
- Identify competitive gaps and strategic opportunities to expand market reach by uncovering untapped markets, monitoring industry trends, researching strategic alliances, and exploiting emerging technologies (such as AI).

Director of Search Marketing, seoplus+, Ottawa, ON **05/2021-11/2022**
Multi award-winning digital marketing agency with 50+ staff and partnerships with Shopify, Microsoft, Google, and Meta.

- Oversaw account performance and led 3 marketing departments, namely SEO (local and enterprise), Paid Ads (SEM and PPC), and Content Marketing, comprising 18 team members managing 200+ client accounts in various industries.
- 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's 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.

Independent SEO Consultant, Senior Marketing Advisor, MichelFortin.com, Ottawa, ON

1999-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.
- 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).
- 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**
- *Various Skill Certifications* (Partial List Below), LinkedIn Learning, Online **2019-2022**

Google Search • Advanced Google Search • Google Ads • Google Analytics • Advanced Google Analytics • Google Tag Manager • SEO Foundations • Ecommerce SEO • Advanced SEO Strategies • Marketing Analytics • Advanced Marketing Analytics • B2B Marketing Foundations • Excel for Marketers • Data-Driven Storytelling • Go-to-Market Planning

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 **2019-2024**

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, ChatGP, Clarity, 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%.