

CONTACT

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LEADERSHIP SKILLS

Digital Marketing Roadmaps
Brand Marketing/Strategy Development
Lead Generation
Social Media/Website Marketing
Distribution/Channel Alliances
Private Label Partnerships
E-Commerce
Contract Negotiations
CRM Consumer Data/Mining & Analytics
Vendor/Agency Relationships
Customer Acquisition & Retention
SEO/SEM
PPC/PPL
Email Marketing
Recruiting
Team Leadership
Training & Development
Budget Management

BOARD LEADERSHIP

FCN | Leveraged marketing acumen to reignite fundraising efforts and expand service offerings.

BIKES4ORPHANS | Raised >\$100K to help children in 7 countries.

REEL CONTENT | Instrumental role in securing funding for documentary film production.

EDUCATION

M.B.A., University of Southern California
B.S., Electrical & Computer Engineering,
University of California

MULTILINGUAL & MULTICULTURAL

Well-versed in global business practices through world-wide business and personal travel.

MARKETING MICHELLE

SALES & MARKETING TURNAROUND STRATEGIST

Cost-effective sales and digital marketing strategies that support corporate vision and make growth and profitability goals a reality.

VALUE PROPOSITION

Groundbreaking strategies that build and turnaround products and sales and marketing organizations to achieve record-breaking YOY revenue success. Balance old-school and cutting-edge digital marketing and analytics to understand and reach niche customers.

- ✦ Establish partnerships that grow distribution/channel sales across the US, EU & Asia.
- ✦ Leverage engineering insight to grasp complexities of high-tech products.
- ✦ Transform unknowns into contenders against much-larger competition.

CAREER OVERVIEW

VP of Sales & Marketing • Electric Parts Inc. year – Present

Led sales, marketing, distribution and channel sales turnaround for this small, global, privately-held resistor component manufacturer. Directed cutting-edge strategy grounded in a data-driven understanding of engineering consumer purchasing habits.

- Replaced field sales with digital marketing efforts (an industry first) and overhauled inside sales to become stronger technical resources.
- 10% YOY revenue increases amidst industry downturn marked by 1-2% manufacturing GDP growth.
- 30% increase in APAC/EU sales, representing 40% of total sales and 4X growth in private label sales by establishing a global channel and distribution partnerships.
- Elevated status to become a contender amongst much-larger competitors.

Marketing Director • CC Construction, Inc. year – year

Increased billable sales >4X by spearheading a sales and marketing strategy grounded in consumer insight for this commercial construction firm. Identified and targeted prospects; created and delivered persuasive sales and marketing pitches.

- Secured bids from regional leaders, including the University of Southern California and several local hospitals.
- Built and trained team of 9 who sustained 100% customer retention based on account management and service delivery excellence.

Strategic Marketing + Product Manager • BSD Electricals year – year

Introduced market segmentation strategy yielding **5% market share, 150% sales volume, and 35% profit margin increases.**

- Overhauled underperforming product that grew sales >10X to \$2.5M for this manufacturer of high-tech switches, controls and valves.
- Sought after for insight into consumer buying habits as the liaison between Sales, Engineering, Finance, and R&D.

District Sales Manager • TTT Instruments, Inc. year – year

Built and developed a technical sales team that **penetrated the Southern California market for this Xxxxxx supplier and exceeded sales goals by 12%.**

Process Engineer • XXXXX Corp. year – year

Contributed to development of a data monitoring system for this semiconductor manufacturing leader. Refined process for training engineers on production equipment.