

MICHELLE PASSEY, MBA

MARKETING PROFESSIONAL | MAPASSEY@GMAIL.COM | (970) 712-8111

Hands-on marketing and design professional with over 15 years of experience. Proven ability to develop and implement successful marketing strategies that drive growth. Passionate about customer retention and nurture activities using multi-channel engagement strategies to deepen customer relationships. Experience with B2C, and B2B marketing. Managed budgets of up to \$2.7M. Demonstrated track record of success leveraging digital intelligence and marketing research to make data driven decisions.

Experience in E-commerce, Product Marketing, Consumer Goods, Manufacturing, Children's Entertainment, Real Estate, Aviation, SaaS, and Human Resource industries.

MARKETING EXPERIENCE

Director of Marketing | Estes Rockets

2021 -2023

Drove 14% growth in e-commerce, 20% growth B2B, and 9% growth on Amazon Marketplace. Increased B2C contacts by 83%. Worked with in-house staff, contractors, and agencies to establish and execute short, mid, and long-term strategies based on clear performance and growth goals.

- Skyrocketed sales by developing a direct to consumer marketing strategy that included audience targeting in each of the funnel stages and utilized channels such as email, paid advertising, SEO, Social Media, and Influencers.
- Implemented a comprehensive paid advertising campaign. Decreased COA by 150%. Managed the \$120,000 monthly (1.4M yearly) paid advertising budget.
- Tackled a disappearing audience which contributed to an overall revenue increase. Found 3 new audiences.
- Increased margin on Amazon product sales from 13% to 35%. Opened new e-commerce marketplace, Faire.com.
- Supervised a team of 15 employees in 3 departments including Marketing, Creative, and Customer Service.
- Managed the 2.7M annual budget. Reduced spending by \$46,000 annually.

Marketing Manager | House of Revenue

2021

Worked with a cross-departmental marketing team to lead the development and execution of marketing strategies that contributed to the growth of clients in the SaaS, Medical Device, and HR industries.

- Performed extensive reviews of current marketing strategies to develop data-based recommendations that lead to client revenue growth.
- Developed go-to-market campaigns that drove activity through every stage of the marketing and sales funnel.
- Presented a structured scope of work to diverse groups of stakeholders that outlined key marketing themes, buyer personas, messaging, and marketing calendar.

Marketing Manager | ARGUS

2019 -2021

Scaled ARGUS's fast-growing SaaS, Audit, and FAA Certification operation. Focused on increasing revenue by targeting B2B customers through each stage of the marketing funnel.

- Modernized branding. Focused on consistency across all platforms and products. Redesigned website, trade show booth, refreshed collateral, updates to email copy and design.
- Increased new website users by 4,900 QOQ. Redesigned website with user experience and conversions as top priority. Optimized for keywords and SEO. Added e-commerce platform for additional revenue source.
- Developed and implemented 2 CRM's (Hubspot and Salesforce) to be agile as company needs changed.
- Supervised team of 4 employees.

Sales & Marketing | Keller Williams 2016 -2019

Crafted a holistic B2C marketing strategy that included in person events, email marketing, SMS marketing, gifting, social media marketing and more. Each activity was focused on specific areas in the funnel and used segmented customer lists.

- Increased gross sales 50% by implementing a lead nurturing strategy that included relevant prospect content for each stage of the buyer's journey and customer appreciation plan for after the sale.
- Drove a 25% increase in lead generation by developing a series of seminars directed at top-of-the-funnel leads.
- Gained a 31% click-through rate increase from email subscribers with a redesign of email marketing campaigns focused on re-engaging past clients.
- Improved ROI by 23% over 6 months with the addition of short videos and funnels. Planned and implemented multiple events from client appreciation to home buyer seminars.
- Managed a yearly budget of \$120K.

Owner, Director of Marketing | Hoolabalu 2010 - 2016

Developed and implemented a customer nurture campaign using social media to engage future clients as well as current ones.

- Surpassed all first-year financial goals by 120%, utilizing social media to create an online customer relationship that brought subscribers to public events and developed a brand awareness that kept us top of mind.
- Created a B2B division of the company, leveling out seasonality within the company and increasing profits 30% over 3 years.
- Relunched company in 2013 after a complete branding overhaul, website facelift, name change, and move to Denver.
- Utilized social media, email marketing, and lead nurturing, successfully propelled Hoolabalu into the #3 rated children's event entertainment and body art service in Denver by 2015.

MILITARY EXPERIENCE

25M Multimedia Illustrator | US ARMY 2000 - 2004

SKILLS

Branding & Strategic Marketing • Multi-Channel Marketing • Market Research & Analysis • Product Marketing • SaaS • DaaS • Go-To-Market Plans • Communications • Paid Media • SEO & SEM • Social Listening • Graphic Design • Website Design & Management • E-commerce • CRM Management • Influencer Programs • Audience Segmentation • Amazon • Adobe Creative Suite • Google Analytics • Google Ads • Dynamic Ads • Facebook Ads • Salesforce • HubSpot • Klaviyo • WordPress • Shopify • SEMrush • Meltwater • Price Spider • Budget & Resource Allocation • D2C, B2C & B2B • Account Based Marketing • Team Leadership & Development • Budget & Resource Allocation

EDUCATION

Masters | The Power Business School
Masters of Business Administration

Bachelors | CSU Global
Marketing

Associates | Shasta Community College
Accounting

CERTIFICATIONS

Harvard | 2022
Negotiation

Hubspot | 2022
Inbound Marketing, Marketing Software, Email Marketing, Frictionless Sales, Contextual Marketing, CMS for Marketers, Sales Enablement

Google Analytics | 2021
Advanced Google Analytics, Google Analytics for Beginners