
MICHELE L. ROUSSEAU

Las Vegas, Nevada

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KEY SKILLS:

- Project Management/Team Leadership
- Quality Assurance/Process Improvement
- Communications Strategy, Process, & Materials
- E-commerce Implementation & Management (Membership & Product-based, Private Label)
- Emphasis on maintaining a customer-service mentality, with both internal and external 'customers'
- Establishing/maintaining positive relationships (loyalty/retention) between an organization and its customers, team members, and/or other publics
- Vendor/Contract Management
- Accounting/Financial Audit/Data Analysis
- Training/HR & Organizational Development
- Marketing (traditional & online media)
- Product Development/Management
- Content & Documentation Development
- User Experience
- Combining strong intuitive/creative and analytical abilities for an effective "big-picture" approach while managing the details

EDUCATION:

- M.B.A., Michigan State University, E. Lansing, MI. Marketing emphasis.
- B.A. (General Business Administration), Honors College, Michigan State University, E. Lansing, MI. Advertising and Accounting/Economics emphases.

KEY WORK EXPERIENCE:

7/13 to 10/17
(dept. elim.)

Game Production Manager/Development Project Manager (6/15-10/17), AGS, LLC, Las Vegas, NV

- Effectively plan and manage production of multiple slot machine games simultaneously (from concept to QA hand-off) to ensure the highest quality and timely delivery. Schedule and document project status meetings and cabinet reviews, etc. Establish priorities. Identify/document external dependencies and work on getting roadblocks promptly resolved to move projects forward. Escalate issues/concerns to management as needed.
- Work effectively with a cross-functional team of creative artists, engineers, mathematicians, and testers. Provide direction and support, coordinate and communicate to ensure correct and on-time project completion.
- Develop, maintain, and ensure adherence to studio policies, procedures, and game design standards, to maximize efficiency, quality, and player experience. Review games in progress to identify non-compliant features as well as bugs.
- Provide insight into and recommendations for potential process improvements and further team development.
- Develop/maintain project lists, tracking, and instructions. Work with Accounting and IT to resolve issues.
- Continue duties as described below, other than trivia.

Technical Writer/Trivia Editor

- Develop 42 detailed game descriptions (15-20 pp.) and 25 Customer PAR sheets for games completed or shelved near completion for use by QA, Marketing/Product Management, and Compliance on three different platforms, including six third-party games. Develop detailed documentation of three competitor games to guide developers in reverse engineering and QA in testing (~75 pp.).
- Write 20+ technical bulletins for operations and draft manuals for game engine code/XMLs, operator menu systems, and cabinets, including research and relevant screen shots.
- Design forms and templates for manuals, technical bulletins, checklists, game descriptions, etc.
- Write helps/pays text and proof final screens for accuracy of help and pay content and clarity of presentation.
- Work with third-party and remote development teams to get information for documentation and ensure game help screens, button labels, etc., meet company standards.
- Assist external departments as requested (e.g., Table Games manual template, Marketing materials review, HR internal communications format/content, release coordination with Compliance and Product Management).
- TRIVIA: Convert raw data to usable question sets in a consistent multiple-choice format. Research and write questions, viable wrong answers, and entertaining follow-ups. Source/fact-check each question set. [Are You Smarter than a 5th Grader? (1006 sets), Family Feud (2500 sets), Ripley's Believe It or Not (1349 sets).] Review all screens for needed formatting, style guide, or content edits.

9/00 to 7/13

Communications Consultant/Implementation Specialist, Freelance, Las Vegas, NV

- Develop and maintain Web sites, including unique solution design, competitive site research, strategy recommendations, relating to/shaping customer needs, and, at times, learning new skills to complete implementation and testing. Often recognized for thoroughness, attention to detail, and timely turnaround.
- Consult on, develop, and implement marketing programs (e-mail, PR, fax ads, postcards, etc.) for clients.
- Edit/typeset books, e-books, newsletters, Web content, and collateral for people with 'perfectionist' nature.
- Manage communications for Nevada Senate and Assembly campaigns, including voter and donation mailing management, graphic design, Web site/Facebook page design and maintenance (incl. PayPal integration).

- 7/04 to 1/10
(pos. elim.) **Director of Acquisition & Retention**, TeachingMadeEasier.com, Las Vegas, NV
- Manage required site changes and review for proper completion, also working with reseller/private label clients, to ensure consistent branding throughout and proper inclusion/display of custom content.
 - Develop and automate e-mail follow-up campaigns for prospects/new members/renewals, as well as provide worldwide customer/prospect support and set up new accounts. Monitor implementation of automated e-mail campaigns to identify any irregularities and work with programmer to ensure campaigns function properly.
 - Consult on and implement marketing/pricing/operational efforts and business plans. Formalize processes and implement standards/procedures for account set-up, communications, web site updates, pricing changes, and private label client set-up, leading to increased efficiency/customer satisfaction.
 - Revamp online marketing strategies, build optimized landing pages, identify key phrases to deliver qualified leads at a lower PPC cost, and implement/track segmented e-mail campaigns to increase sales/renewals.
 - Clean member/prospect databases and formalize/document processes to ensure quality and usability of data.
 - Create database of responses to common inquiries to ensure quality and minimize follow-up time.
- 9/02 to 7/04
(pos. elim.) **Business Services Director** (10/03-7/04), Nevada Corporate Headquarters, Las Vegas, NV
- Develop new business plan product line within four-week window: Research best practices. Evaluate software packages. Identify resources for market/industry data. Interview 'competitors' for insight. Develop required elements for roll-out (plan template, budgets/forecasts, processes, sales training, online interactive client questionnaire to MS Word application, fulfillment package, promotional material).
- Marketing Director** (9/02-10/03)
- Perform/oversee Internet marketing (search engines, PPCs, gateway pages, etc.), plus traditional marketing and PR, with monthly budget of \$100,000, while managing/mentoring 2 to 4 staff members. In 9 months, resulted in more than doubling qualified Internet leads, with 400% increase in Web-generated calls for inbound telemarketing center (accompanied by sales increase at approx. 10% under budget).
 - Implement tracking to identify most effective media in terms of qualified leads and resulting sales.
 - Implement standards and quality systems for all corporate and customer communications.
 - Monitor all radio station/PR firm invoicing, reconcile differences and monitor performance to contract.
 - Develop/perform customer surveys, summarizing/distributing results for action and gathering testimonials.
- 6/99 to 1/01
(site closed) **Marketing Director**, MetaComm International/MysticalPlanet.com, Las Vegas, NV
- Research and write all copy for metaphysical community/e-commerce and public speaking Web sites.
 - Develop/write detailed procedures for virtually every task in the business. Act as owner back-up for all tasks.
 - Develop product/vendor databases and product numbering system. Enter product/shipping data in system.
 - Oversee functions from marketing/customer support and order processing to site development.
- 9/94 to 10/96 **Product/Market Manager**, Sprint Local Telephone Division, Las Vegas, NV
- Develop/implement budgets, market plans, procedures, advertising, and training for inside wire, ISDN, Internet, and Home Office/Small Business market, with several efforts implemented in other markets.
 - Manage development of a multimedia interactive retail display for ISDN and a new customer welcome kit.
 - Research inside wire plan issues with field/phone personnel. Write documentation to clarify plan coverage. Create and implement premium plan aligned to customer expectations that significantly outperformed forecasts.
 - Implement ISDN for Residential/Small Business customers and facilitate creation of standard procedures for all areas of ISDN provisioning/implementation by creating and leading a cross-organizational team.
- 10/91 to 6/93 **Manager, Marketing Promotions/Communications** (2/92-6/93) & **Assistant Product Manager** (10/91-2/92), Allnet Communication Services, Bingham Farms, MI (& **Contract Proofreader** 6/93-7/94)
- Develop/coordinate production of marketing and user materials, managing a substantial number of projects in various phases of completion simultaneously. Excellent organizational skills/attention to detail recognized.
 - Develop surveys for internal and external customer feedback and summarize for action.
 - Lead fax quality test center project implementation team (outside job scope; regular bonuses for such efforts).
 - Work with department to develop graphic/copy standards and copy approval processes to ensure efficiency, effectiveness, and timely completion of projects to eliminate delays of service roll-outs.
- OTHER:**
- 10/96 to 1/98 **Marketing Communications Consultant**, Nevada Power Company, Las Vegas, NV
- 6/98 to 6/99 **Director of Marketing & Business Development**, KENROB, Las Vegas, NV
- 1992, 1999-2001 **Instructor (Interpersonal Relationships/Communications, Consumer Behavior, Marketing)**
MI: Concordia College, University of Michigan-Dearborn, Cleary College; NV: Regis University
- 5/89 to 2/91 **Consultant – Marketing/Organizational Development**, Michigan Depts. of Labor/Commerce, Lansing, MI
- 2/86 to 1/89 **Training Specialist**, Federal-Mogul Corporation, Southfield, MI