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“I want anything I am involved with, personally and professionally, to be the absolute best it can be and nothing less — and am willing to give my all toward that end.”

As an experienced project/product manager and communicator, my history of success and achievement has been driven by honesty, commitment, integrity, consistently championing the customer/user experience in products/services and communications, and the ability to successfully bring a wide array of skills to bear across widely varied industries. I thrive on identifying and implementing ways to improve processes and communications, going above and beyond to take on new challenges, and learning new industries/technologies/applications. Strong analytical skills balanced by intuitive/creative abilities allow me to combine high-level strategic thinking with data-driven decisions. Entrepreneurs, managers, and clients have regularly placed their confidence in me as a trusted “right hand,” to act with their authority when needed and to rely on as the “go-to” person when delegating critical tasks/projects. I am equally comfortable working independently or with a tight-knit team and have considerable experience working remotely. I am now seeking a “next-level” opportunity with an organization dedicated to improving lives and offering an exceptional service experience.

KEY SKILLS

- Project Management/Team Leadership
- Quality Assurance/Process Improvement
- Communications Strategy, Process, & Materials
- E-commerce Implementation & Management (Membership & Product-based, Private Label)
- Accounting/Financial Audit/Data Analysis
- Vendor/Contract Management
- Content & Documentation Development
- Product Development/Management
- Marketing (traditional & digital media)
- User Experience
- Training/HR & Organizational Development

KEY WORK EXPERIENCE

July 2013 to October 2017 (studio eliminated)

Game Production Manager/Development Project Manager (starting June 2015), 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 and department meetings, cabinet reviews, etc. Establish priorities. Identify external dependencies and work on getting roadblocks promptly resolved, escalating as needed.
- Work effectively with a cross-functional team of artists, sound, 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 and bugs.
- Provide insight into and recommendations for potential process improvements and further team development.
- Develop and maintain project lists and tracking. Work with Accounting and IT to resolve issues.
- Continue duties as described below, other than trivia.

Technical Writer/Trivia Editor, AGS, LLC, Las Vegas, NV

- Develop 40+ detailed game descriptions (15-20 pp.) and 25 Customer PAR sheets for games completed or near completion for use by QA, Marketing/Product Management, and Compliance on three different platforms, including six third-party games. Document three competitor games in detail to guide developers in reverse engineering and QA in testing (~75 pp.).
- Write 20+ technical bulletins for operations. Draft manuals for game engine code/XMLs, operator menu systems, and cabinets, including relevant screenshots. Design forms and templates for all described documentation types.
- Write helps/pays text and proof final screens for accuracy of content and clarity of presentation.
- Work with third-party and remote development teams to document games and ensure presentation meets company standards.
- Assist other departments as requested (e.g., Table Games, Marketing/Product Management, HR, Compliance, Legal/IP).
- TRIVIA: Convert raw data to usable question sets in a consistent multiple-choice format. Research and write questions, wrong answers, and entertaining follow-ups. Source/fact-check each question set. [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.

September 2000 to July 2013

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, postcards/mailers, etc.).
- Edit (substantive, stylistic, copy) and typeset books, e-books, newsletters, Web content, and collateral for ‘perfectionistic’ clients.
- Create and manage communications for Nevada Senate and Assembly campaigns, including voter and fundraising mailings, full-color brochure mailers, Facebook page, and Web site (including PayPal integration for donations).

July 2004 to January 2010 (company downsized)

Director of Marketing & User Experience, TeachingMadeEasier.com, Las Vegas, NV

- Develop and automate e-mail follow-up campaigns for prospects/new members/renewals. Work with programmer to ensure proper implementation of campaigns, monitor execution to identify any irregularities, and manage required updates.
- Revamp digital marketing strategies, build SEO 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.
- Provide worldwide customer/prospect support and set up new accounts. Create database of responses to common inquiries to ensure quality and minimize follow-up time. Clean member/prospect databases and formalize/document processes to ensure quality and usability of data.
- 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.
- Consult on and implement business and marketing plans, pricing, and communications. 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 and customer satisfaction.

September 2002 to July 2004 (position eliminated)

Business Services Director (starting October 2003), 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 with transfer to MS Word application, fulfillment package, promotional material).

Marketing Director, Nevada Corporate Headquarters, Las Vegas, NV

- Perform/oversee digital marketing (SEO, PPCs, e-mail, etc.), traditional marketing, and PR, with monthly budget of \$100,000, while managing/mentoring two to four staff members. In nine months, resulted in more than doubling qualified Web leads, with 400% increase in Web-generated calls for inbound telemarketing center (accompanied by sales increase) at roughly 10% under budget.
- Implement tracking to identify most effective media in terms of qualified leads and resulting sales.
- Implement standards, style guide, and quality systems for all corporate and customer communications.
- Monitor all radio station and PR firm invoicing, reconcile differences, and monitor performance to contract.
- Develop and implement customer surveys, summarize and distribute results for action, and gather testimonials.

June 1999 to January 2001 (converted to contract for projects)

Director of Content, E-commerce, & Engagement, MetaComm International/MysticalPlanet.com, Las Vegas, NV

- Research and write all content for e-commerce/community site (600+ products, library of articles, FAQs, newsletters, etc.).
- Develop/write detailed procedures for virtually every task in the business. Act as owner back-up for all tasks.
- Develop product/vendor databases, cross-sell items, and product numbering system. Enter product and shipping data in system.
- Oversee functions from marketing and customer support to order processing and site development.

OTHER RELEVANT EXPERIENCE

- Local and long-distance telecommunications, state government, automotive parts manufacturing/distribution (Fortune 500), higher education, electric utility, printing, fire safety engineering, and destination management, holding positions in Marketing Communications, Product Management, Consulting, Training, and Accounting
- Communications: Develop promotional, user, and reference materials. Prepare deregulation analysis/white paper and manufacturer consulting reports. Ghost-write counterpoint and residential building/industrial energy-efficient technology articles. Schedule and conduct order entry system training for automotive, industrial, and heavy-duty distributors throughout the U.S. and Canada. Teach evening college courses in Interpersonal Relationships/Communications, Consumer Behavior, and Marketing.
- Product/Project Management: Improve existing and develop new offerings/processes, which were often then implemented in other locales. Introduce new services to residential/small business segments. Prepare budgets/projections/P&L. Select and direct creative agencies. Monitor performance and invoicing for advertising, promotional items, and welcome kit. Lead project and consulting teams. Manage multiple service implementation and mass-distribution communications projects. Work with vendors, technicians, call center staff, and customers (via calls/surveys) to clarify offerings, understand needs, improve processes, and increase satisfaction. Consult with small manufacturers on marketing and human resources issues.

TECH TOOLS

Advanced: Microsoft Office (Word/Outlook/Excel/PowerPoint/Publisher), HTML, Wufoo (form builder); Intermediate: Adobe Acrobat/InDesign/Photoshop, WordPress and other content management systems, various Web analytics, Google AdWords/Analytics, Trello, automated e-mail sites and custom apps, Sharepoint, Visio; Basic: CSS, JavaScript, Unity 3D, Volusion, Salesforce

EDUCATION

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