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## MICHELE L. ROUSSEAU

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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 committed to making that happen.”*

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

- Work effectively with a cross-functional team of artists, sound, engineers, mathematicians, and testers. Establish priorities, provide direction and support, coordinate, and communicate to ensure high-quality and on-time completion of multiple slot machine game projects simultaneously (from concept to QA hand-off). Schedule and document project and department meetings, cabinet reviews, etc. Develop and maintain project lists and tracking. Identify external dependencies and work on getting roadblocks promptly resolved, escalating as needed.
- 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. Identify potential process improvements.
- Continue in Technical Writer capacity.

**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. Document three competitor games in detail to guide developers in reverse engineering and QA in testing (-75 pp.). Work with third-party and remote development teams to document games and ensure visual presentation meets company standards.
- 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 review final screens for accuracy of content and clarity of presentation.
- TRIVIA: Convert raw data to usable question sets in a consistent multiple-choice format. Source/fact-check each set. Research and write questions, wrong answers, and entertaining follow-ups. [Smarter than a 5th Grader (1006 sets), Family Feud (2500 sets), Ripley's Believe It or Not (1349 sets)] Review all screens for format, style, and content quality.

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.

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).

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; **Basic:** Sharepoint, Visio, 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.