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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 commitment, integrity, consistently championing the customer/user experience, and successfully bringing a wealth of skills to bear across varied industries and environments, from start-up to Fortune 500. I thrive on identifying ways to improve processes and results, taking on new challenges, and learning new industries/technologies. My unique blend of solid intuitive/creative abilities and strong analytical skills offers an advantage in everything from strategic planning to decision making. Entrepreneurs, managers, and clients have regularly placed their confidence in me as a trusted “right hand,” to act with their authority when needed, relying on me as the “go-to” person when delegating critical tasks/projects and often recognizing my attention to detail, rapid turnaround, and thoroughness. 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

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

### KEY WORK EXPERIENCE

July 2013 to October 2017 (studio eliminated)

**Game Production/Project Manager** (starting June 2015) & **Technical Writer**, AGS, LLC, Las Vegas, NV

- Provide direction and support to cross-functional teams of developers, artists, sound engineer, mathematicians, and testers to ensure timely and accurate completion of multiple slot machine game projects simultaneously, using an iterative process. Review and document progress/required revisions, identify dependencies, and get roadblocks resolved, escalating as needed.
- Develop, maintain, and ensure adherence to studio policies, procedures, and game design standards, to maximize efficiency, quality, and player experience. Identify potential process improvements.
- Write/create helps/pays text, technical bulletins, manuals, detailed game descriptions, and customer PAR sheets, including graphics. Design forms and templates for all described documentation types.
- Work with third-party and remote development teams to document games and ensure adherence to design standards.
- Convert raw “trivia” data [Smarter than a 5th Grader, Family Feud, Ripley's Believe It or Not] to usable question sets in a consistent multiple-choice format. Write questions, wrong answers, and entertaining follow-ups, sourcing/fact-checking each set.
- Review all trivia and help/pay screens for content accuracy, format, style, and clarity.

September 2000 to July 2013

**Communications Consultant**, Freelance, Las Vegas, NV

- Develop and maintain Web sites, including unique solution design, strategy, competitor research, needs assessment, testing, implementation, and, at times, learning new skills to complete add-on features. Consult on, develop, and implement marketing programs (e-mail, PR, postcards/mailers, etc.).
- Edit (substantive, stylistic, copy) and typeset books, e-books, newsletters, digital content, and collateral for ‘perfectionist’ 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/evaluate segmented e-mail campaigns to increase sales/renewals.
- Provide worldwide customer/prospect support and set up new accounts. Create library of responses to common inquiries to streamline quality and response time. Clean contact databases and implement processes to ensure quality and usability of data.
- Manage required site changes and review/test for correct implementation, also working with reseller/private label clients to ensure proper inclusion/display of custom content and consistent branding throughout skinned site.
- Consult on and implement business and marketing plans. Implement standards/procedures for account set-up, communications, site and pricing updates, and private label client set-up, for 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. Develop required elements for roll-out (plan template, budgets/forecasts, processes, sales training, online client questionnaire with transfer to MS Word template, fulfillment package, promotional material).

**Marketing Director** (ending October 2003), 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 (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, eCommerce, & Engagement**, MetaComm International/MysticalPlanet.com, Las Vegas, NV

- Research and write all content for eCommerce/community site (600+ products, library of articles, FAQs, newsletters, etc.).
- Develop/write detailed procedures for all operations-related tasks. 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/perform functions from marketing and customer support to order processing and site development.

### OTHER RELEVANT EXPERIENCE

Industries/Functions: 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: Write promotional, user, and reference materials. Prepare deregulation analysis/white paper and manufacturer consulting reports. Ghost-write counterpoint and residential/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), QuickBooks, 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 (e.g., Campaign Enterprise) 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.