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My career has proven me a bit of a "wild card" professional, someone who can meaningfully contribute in a wide range of roles, industries, and company types (start-up to Fortune 500). Why? Because I am the type of person who:

- ◆ Rises to any challenge, often taking on more than one role and being trusted as "the right hand."
- ◆ Consistently completes things ahead of schedule, under budget, and with the highest quality.
- ◆ Dives into (and thrives on) new environments, eager to master them and take on more responsibility.
- ◆ Has always put a premium on customer experience and success.
- ◆ Has prioritized clear and regular communications with internal and external audiences.
- ◆ Has knowledge of a wide range of functions and eagerly jumps in to learn new tools and applications.
- ◆ Sticks it out, even if the going gets tough, out of commitment to the team and its mission.
- ◆ Speaks truth to power when needed but who is also finely tuned in to the environment and team members.
- ◆ Is self-motivated and highly productive in an independent scenario, yet truly values teamwork.

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 /Customer Success
- ◆ 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

- ◆ Successfully navigated multiple organizational shifts due to company acquisitions (different managers and departmental structures, evolving and increased responsibilities), earning trust, positive feedback, and pay increases at each stage.
- ◆ Provided direction and support to a strong and close-knit team of 19 (developers, artists, sound engineer, mathematicians, and testers) to ensure timely and accurate completion of multiple slot machine game projects simultaneously, using an iterative process. Worked with third-party and remote development teams to document games and ensure adherence to standards. Reviewed and documented progress/revisions, identified dependencies, and got roadblocks resolved, escalating as needed.
- ◆ Documented, maintained, and ensured compliance with game design standards to maximize efficiency, quality, and player experience. Identified and implemented process improvements. Reviewed screen art for content accuracy, format, style, and clarity.
- ◆ Developed forms/templates, consistent branding/presentation, and content for help/pay screens, detailed game descriptions, technical bulletins, manuals, and PAR sheets, to improve professionalism and usability of technical communications.
- ◆ Converted raw "trivia" data (Smarter than a 5th Grader, Family Feud, Ripley's Believe It or Not) to ~5,000 usable data sets (questions, answers, entertaining follow-ups) in a consistent multiple-choice format, sourcing/fact-checking each set.

July 2004 to January 2010

Director of Digital Marketing & Membership, TeachingMadeEasier.com, Las Vegas, NV

- ◆ Received frequent positive feedback from owners, private label clients, and members, as responsibilities increased from marketing plan consulting to include digital marketing strategy/implementation then customer support and project management.
- ◆ Revamped digital marketing strategies, built SEO landing pages, identified ~800 key phrases to deliver better leads/conversions at a lower PPC cost, and developed automated e-mail campaigns for prospects/new members/renewals to increase new sales, engagement, and renewals. Monitored execution to identify any irregularities and managed required updates with programmer.
- ◆ Provided worldwide prospect/member support (base of ~10,000) and set up new accounts. Created a library of responses to common inquiries to streamline quality and response time. Cleaned up prospect and member databases.
- ◆ Managed required site changes and reviewed/tested for correct implementation, including proper inclusion/display of custom content and consistent branding throughout skinned sites for private label clients.
- ◆ Developed procedures/checklists for account set-up, campaigns, site and pricing updates, and private label site set-up, to increase efficiency, data quality, e-mail deliverability, and customer satisfaction.

September 2002 to July 2004

Business Services Director (starting October 2003), Nevada Corporate Headquarters, Las Vegas, NV

- ◆ Developed new business plan product line within four-week window, researching best practices, evaluating software, identifying market/industry data sources, and developing all required roll-out elements (plan template, budgets/forecasts, processes, sales training, online client questionnaire with transfer to MS Word template, fulfillment package, promotional material).
- ◆ Served as Marketing Director for sister companies, focusing on Internet marketing and branded print materials (starting 2/04).

Marketing Director (ending October 2003), Nevada Corporate Headquarters, Las Vegas, NV

- ◆ Performed/oversaw 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, qualified Web leads more than doubled, with a 400% increase in Web-generated calls (accompanied by sales increase) at roughly 10% under budget.
- ◆ Implemented tracking to identify most effective media for qualified leads and conversions and adjusted spending accordingly.
- ◆ Implemented standards, style guide, and quality systems for all corporate and customer communications.
- ◆ Verified all radio station and PR firm invoicing, reconciling differences and monitoring performance to contract.
- ◆ Developed and implemented customer surveys, summarizing and distributing results for action and gathering testimonials.

September 2000 to July 2013

Communications Consultant, Freelance, Las Vegas, NV

- ◆ Regularly recognized for my attention to detail, quality, productivity, turnaround time, and ability to find solutions.
- ◆ Independently learned many new skills through my commitment to addressing client needs, figuring out how to:
 - Complete a construction company site in base HTML (implementing forms, scripts, etc.) after the Mac subcontractor went off the grid. This led to Web site development opportunities and learning WYSIWYG tools to design and build.
 - Navigate voter databases to segment/target campaign mailings, integrate PayPal donation into a candidate site, and set up a campaign Facebook page.
 - Integrate availability calendar functionality into a rental property site, set up an extensive parts catalog on an industrial parts site, and offer personal secured sections for agent reports on an insurance agency site.
 - Lay out and prepare book files for self-publishing, pursue reviews, and create press kits.

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

Director of Content, eCommerce, & Engagement, MetaComm International/MysticalPlanet.com, Las Vegas, NV

- ◆ Researched and wrote all content for eCommerce/community site (600+ products, library of articles, FAQs, newsletters, etc.).
- ◆ Developed product/vendor databases, cross-sell items, and product numbering system, entering all data in the back-end system.
- ◆ Oversaw/performed functions from site development/set-up and marketing to customer support, order processing, and server maintenance. Documented detailed procedures for all operations-related tasks.

OTHER RELEVANT EXPERIENCE

Industries/Functions: Local and long-distance telecommunications, state government, automotive parts manufacturing/distribution, higher education, electric utility, printing, fire safety engineering, and destination management, holding positions in Marketing Communications, Product Management, Consulting, Training/Teaching (College), and Accounting

- ◆ Assigned inside wire plan to start at Sprint Local, found out the plan caused conflict/ill will internally and with customers after talking to sales, repair, and field techs. Identified the pain points, wrote thorough documentation (they nicknamed it “the Inside Wire Bible”) that eliminated conflicts. Used original feedback to then create an upgraded plan that addressed all concerns, made more money for the company, and was rolled out in other markets. Customer upgrades/new sales outperformed projections by far.
- ◆ Chaired cross-division (large business/small business-residential) local implementation team of Sprint Local engineers, techs, provisioners, etc., to develop standardized processes and roll out first high-speed Internet service for small business-residential customers in the Las Vegas Valley (ISDN). Developed all training materials, collateral, multimedia interactive retail display, etc.
- ◆ Directed agency development of new Sprint Local customer welcome kit, resulting in a 1995 iabc Award of Excellence.
- ◆ Directed advertising agency (e.g., creative briefing), resulting in a 1996 ADDY Award for a Nevada Power builder-targeted print ad.
- ◆ Led and/or participated in consulting team engagements with small manufacturers for the State of Michigan with teammates who mainly had 20-30 years’ more experience – a privilege and incredible learning experience.
- ◆ Tasked with getting all 43 Federal-Mogul warehouse managers to use mainframe-based email because most weren’t. Wrote a new guide geared to novice users (the IBM guide provided was not) and set up regular e-mail check-ins, with 100% positive results.
- ◆ Successfully navigated significant organizational shifts at Federal-Mogul due to company restructuring (different managers and departmental structures, evolving and increased responsibilities), earning trust, positive feedback, and pay increases.

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, Google AdWords, Trello, plus various eCommerce engines (e.g., Volusion), Web analytics, e-mail (e.g., Campaign Enterprise) and custom apps

Basic: Sharepoint, Visio, CSS, JavaScript, Unity 3D, Salesforce

EDUCATION

M.B.A., Michigan State University, E. Lansing, MI. Marketing emphasis with a Brand/Product Management specialization.

B.A., Honors College, Michigan State University, E. Lansing, MI. General Business/Pre-Law major with Accounting/Economics and Advertising emphases. Earned in three years while working part-time, as a self-supporting first-generation college student.