

# MICHELE L. ROUSSEAU

## COMMUNICATIONS & EXPERIENCE EXPERT

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🌐 **Samples:** CreativeWildCard.com/professional-background/samples/

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**Creative Wild Card:** Trusted advisor with a record of finding and implementing creative solutions, on and off the job

## PROFILE

For me, it's all about excellent experience, clear and effective communications, a service orientation, collaboration, and acting with integrity, no matter the role or the realm. I dig deep to uncover any unknowns or pain points. When the job expands or the landscape changes, I learn as I go to maintain peak performance. I focus on ways to streamline processes and plans, to ease frustration and conflict, to make every day go as smoothly as it can for all involved. I'm told I apply an uncommon blend of creative and analytical abilities, exceptional attention to detail, and an uncanny intuitive sense to enhance the details and data I pull together. Achievement-driven since childhood, I took advantage of the "pandemic era" to put as much energy and work into myself as I have into each step of my career. This reset and recharge has me primed and ready for more positive impact than ever. How can my enthusiasm and broad base of knowledge help you?

## SKILLS

### Advanced:

- ❖ Proofreading/Editing
- ❖ Written Communications
- ❖ Microsoft Office (Word, Excel, Outlook, & PowerPoint)
- ❖ Adobe Acrobat
- ❖ Attention to Detail
- ❖ Critical Thinking/Analytical Skills
- ❖ SEO/Search Engine Optimization
- ❖ Motivating & Assessing Employees

### Other:

WordPress, AI Prompting, Zoom, SurveyMonkey, Google Workspace, HTML, Slack, Yammer, Adobe Photoshop

## EDUCATION

### M.B.A. (Michigan State University)

Marketing emphasis; Brand/Product Management specialization

### B.A. (Michigan State University)

Honors College. Business/Pre-Law major; Accounting/Economics/Advertising emphases  
❖ Achieved in three years as self-supporting 1st-generation college student

## Certified Trainer

Happy for No Reason (Marci Shimoff)

## Certificates (Coursera)

**2021:** Inclusive Leadership – The Power of Workplace Diversity; Design Thinking for Social Sector Innovation (audit)

**2015:** International Human Rights Law – Prospects and Challenges

**2014:** Intro to European Union Law; International Organizations Management

**2013:** Intro to International Criminal Law

## EXPERIENCE

### Writer/Scholar/Trainer/Volunteer/Critical Thinker/UX & CX Reviewer

May 2020 to present

Intentional Sabbatical & Freelance

*Writing/Editing ▪ User Experience (UX)/Review & Recommendations ▪ Video Scripts/Production*

- ❖ Qualified as Happy for No Reason Certified Trainer by Shimoff Associates (3-month intensive training, international study group, written and video evaluations; 2022)
- ❖ Learned all systems/scripts/technology and conducted Zoom training sessions (24 as presenter, 48 as co-trainer) for Nevada home health/personal care agencies on Sandata Visit Verification (EVV) system (new to system/industry); Earned performance bonus (7-week contract 2023)
- ❖ Evaluated applications for Live Your Dream education grants for women (2021-24) and Public Education Foundation-administered scholarships in Nevada (2024)
- ❖ Submitted idea to Nevada Big Idea Challenge for education (research, framework, video; 2022)
- ❖ Pursued research/virtual learning on storytelling, psychology, trauma/resilience, personal growth, AI, systemic bias, employee experience, global/current affairs, and more
- ❖ Provided UX critiques/recommendations to media/industry/government; Interviewed by media
- ❖ Acted compassionately online to disarm misinformation, bridge divides, and take a stand against injustice (petitions, social media, blog, Washington Post comments)

### Communications & Technical Documentation Specialist

August 2018 to May 2020

Aristocrat Technologies (*global, gaming, position eliminated*)

*Writing/Editing/Proofreading ▪ Communications Strategy ▪ Process Improvement & Documentation ▪ UX/Review & Recommendations ▪ Branding/Templates ▪ Intellectual Property (IP)*

- ❖ Determined approach and documented the design thinking process behind gaming innovations; managed hand-off for commercialization
- ❖ Provided substantive feedback on design specifications, prototypes, and patent applications to ensure accuracy, clarity, and consistency
- ❖ Drove two-day employee event lauded as "best-run ever" to aid in prototype evaluation/development via surveys/observation; participated in ideation and customer/player research
- ❖ Received award for IP protection efforts; listed co-inventor on 3 to 4 patent applications
- ❖ Researched/tracked trademarks & patents, reviewed/evaluated patents & applications

### Game Production/Project Manager; Trivia Editor/Technical Writer

July 2013 to October 2017

AGS, LLC (*mid-sized, gaming, studio eliminated*)

*Writing/Editing/Proofreading/QA ▪ Leadership ▪ Project Management ▪ Communications Strategy ▪ Process Improvement ▪ Branding/Templates ▪ UX ▪ Trademarks (Research, Tracking)*

- ❖ Provided direction and support to a tight-knit 19-person game development studio to ensure high-quality completion of a portfolio of games; coordinated platform updates with HQ
- ❖ Documented design/style standards; verified compliance by in-house and third-party studios
- ❖ Improved professionalism, usability, and consistency of documentation and UI/UX
- ❖ Wrote ~5000 fact-checked multiple-choice trivia sets with follow-ups from raw game-show data

## EXPERIENCE (continued)

### Communications & Marketing Consultant; Book Editor & Designer (Freelance)

September 2000 to July 2013 (*to authors, construction, vacation home, spa, politician, CPA, industrial parts, IT, non-profit, fire safety, insurance, dentist*)

*Consulting* ▪ *Writing/Editing/Proofreading* ▪ *Book/eBook Layout* ▪ *Website Design/Development/Maintenance/UX* ▪ *Brochure/Postcard/Logo Design*  
▪ *Project Management* ▪ *Branding* ▪ *Marketing/Communications Strategy & Planning* ▪ *Press Kits/Releases*

- ❖ Performed full-spectrum book editing/layout (problem-solving & goal-setting, auditioning, personal savings, astrology, digital marketing, fiction)
- ❖ Created campaign mailers, user materials, content, supplemental book content (ghostwriting), websites
- ❖ Researched and learned new technical and design skills to prepare print and digital outputs in response to client needs (e.g., implemented vacancy calendar, PayPal donation, extensive parts catalog, secure agent directories online; completed site contractor abandoned midstream in base HTML)

### Director of Digital Marketing & Membership

July 2004 to January 2010

TeachingMadeEasier.com (*small, SaaS/edtech, position eliminated*)

*Email/Digital Marketing* ▪ *Customer/User Experience (CX/UX)* ▪ *Customer Success (Sales & Support)* ▪ *Marketing/Communications Strategy & Planning*  
▪ *Branding* ▪ *Paid Search/SEO/SEM/Analytics* ▪ *Process Improvement* ▪ *Project Management* ▪ *eCommerce (Subscriptions/Memberships/Site Licenses)*

- ❖ Received frequent positive feedback from owners, private-label clients, and members, as role expanded from marketing consultant to include digital marketing strategy/implementation then customer/prospect support (base of ~10,000), account set-up, and project management
- ❖ Improved prospect/customer experience and increased efficiency, quality, e-mail deliverability, and response time by creating a library of responses to common inquiries, cleaning databases, and standardizing account set-up, site/pricing updates, and private-label processes
- ❖ Revamped digital marketing strategies, built SEO landing pages, identified ~800 key phrases for better leads/conversions at a lower PPC, and developed automated e-mail campaigns for prospects/new members/existing members that increased sales, engagement, and renewals (funnel & journey)
- ❖ Oversaw implementation of and quality-checked/tested partner-branded (private-label) sites; provided support to partners and their users

### Business Services Director; Marketing & Communications Director

September 2002 to July 2004

Nevada Corporate Headquarters (*mid-sized, business services, position eliminated*)

*Management (Executive Team)* ▪ *Marketing/Communications/Digital Strategy & Planning* ▪ *Process Improvement* ▪ *Budgeting & Reporting* ▪ *Training*  
▪ *Branding/Style Guides* ▪ *Vendor/Agency Communications/Contract Management* ▪ *Paid Search/SEO/SEM/Analytics* ▪ *Email/Digital Marketing* ▪ *Research*  
▪ *Product Management/Development* ▪ *Writing/Editing/Proofreading* ▪ *Marketing Communications/Advertising* ▪ *Internal Communications*

- ❖ Single-handedly developed and implemented business plan product line and all required roll-out elements within four-week window (research, plan template, budgets/forecasts, processes, sales training, client questionnaire, fulfillment package, promotional material)
- ❖ Performed/oversaw digital (SEO, PPC, e-mail, etc.) and traditional marketing (monthly budget of \$100,000, mentoring 2 to 4 staff members); more than doubled qualified Web leads, increased Web-generated calls 400%, and increased sales in 9 months at ~10% under budget
- ❖ Implemented and enforced standards/style guide for all external communications; provided copy & creative direction for print marketing materials
- ❖ Implemented analytics to identify most effective media for leads/conversions; monitored radio station and PR firm performance and invoicing
- ❖ Mentored team of college students through company market research project and attended final presentation in Illinois
- ❖ Did substantive editing and preparation of *Incorporating in Nevada* book written by company founder, substantially improving layout/content

### Additional Experience/Achievements

(*start-up, small & mid-sized business, global/Fortune 500, government/utility*)

*Writing/Editing/Proofreading/QA (Copy, Product Documentation/User Materials, Creative Briefs, Product/Market Plans, Ghostwriting, Surveys, Scripts)*  
▪ *Customer/Prospect & Partner/Vendor Communications & Contract Management* ▪ *Process Improvement* ▪ *Project Management* ▪ *Consulting* ▪ *Trademarks*  
▪ *Marketing/Communications Strategy & Planning* ▪ *Advertising/Marketing Communications/PR* ▪ *Creative Direction* ▪ *Product Management/Development*  
▪ *Budgeting/Forecasting/Accounting/Analysis* ▪ *Branding/Style Guides* ▪ *Market/Competitive Research* ▪ *Training* ▪ *CX/UX* ▪ *Customer Success*  
▪ *Sales & Service Support* ▪ *Internal Communications/Employee Benefits/HR* ▪ *Email/Digital Marketing* ▪ *eCommerce*

- ❖ **LEADERSHIP/INNOVATION:** Chaired team to roll out first high-speed Internet service (ISDN) for small business/residential customers in Las Vegas and standardize implementation processes for all business sizes; developed all training materials, collateral, multimedia interactive retail display, etc. Revamped inside wire protection product and created a more profitable plan that eliminated employee/customer pain points and far outperformed upgrade/sales projections. Led creation of high-end employee benefits enrollment package and remotely led fax test center implementation. Played key role in implementing HVAC referral service, from support and promotional materials to ghostwriting utility VP response to industry pushback.
- ❖ **MARKETING COMMUNICATIONS:** Directed agency development of 1) new customer welcome kit (iabc Award of Excellence) and 2) builder-targeted print ad (ADDY Award) for local utilities. Managed high volume of marketing communications projects simultaneously; helped develop standards/approval process to eliminate project backlog and consistently produce on schedule; contracted to proofread to abate increased errors after I relocated.
- ❖ **MANAGEMENT CONSULTING:** Led and participated in expert teams for manufacturer consulting engagements, producing in-depth reports in one voice and making recommendations on Workforce Development & Marketing on behalf of the State of Michigan.
- ❖ **CONTENT/START-UP OPERATIONS:** Researched and wrote all content for eCommerce/community site (600+ products, library of articles, FAQs, newsletters, etc.); set up product/vendor databases, cross-sell items, and product numbering system.
- ❖ **TEACHING/TRAINING/HUMAN RESOURCES:** Taught college classes in Interpersonal Communications & Relationships and Marketing/Consumer Behavior (also guest speaker at Big Ten school). Trained customers throughout the U.S. and Canada, also training new co-worker within months and taking on all training plus documentation and analysis previously performed by manager within a year. Achieved 100% email usage (43 warehouse managers) by rewriting IBM materials to novice-user level and setting up regular check-ins. Wrote replies to employee suggestions on behalf of VP of HR; updated policies/procedures/employee handbook.