

MICHELE L. ROUSSEAU (roo-SO)

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KEY SKILLS

SUMMARY

Versatile professional who uses a unique and practical set of 'superpowers' to deliver value via roles that transcend job titles and industries:

- **Advocate:** Give a voice to customers, employees, and other stakeholders
- **Royal Advisor:** Often relied on as a sounding board and confidante by founders, managers, and clients
- **Oracle/Deep Thinker:** Cerebral and intuitive, with heightened sensory perception
 - Pick up on subtle cues to spot and help resolve challenges early on
 - See risks as well as opportunities up-front, working to define and mitigate them
- **Shapeshifter:** Rise to any challenge, often by taking on multiple job descriptions
- **Eagle Eye:** Spot errors upside down and sideways in a single glance, from a typo to an extra space
- **Enforcer:** Of style, brand, and clear, complete, correct communications on all fronts
- **Wordsmith:** Bring balance and flow to disparate or disorganized thoughts
- **Truth Seeker/Truth Speaker:** Seek out alternate viewpoints; Stand for truth, integrity, ethics, equity, justice, diversity, and decency at every turn
- **Mediator:** Consider situations from multiple perspectives, imagine walking in others' shoes, and use the enhanced objectivity and empathy to build bridges
- **Innovator:** Always on the lookout for ways to improve processes, products, services; Affiliated with new technologies throughout career
- **Anthropologist/Scholar:** Insatiable thirst for knowledge leading to an eclectic mix of skills and interests, from culture/language and the arts to science and technology

OBJECTIVE

Position of influence and responsibility (primarily remote) that allows me to use my diverse skill set and knowledge to make the world a better place and improve the experience of those in it

KEY WORK EXPERIENCE

August 2018 to May 2020 (*position eliminated*)

Communications & Technical Documentation Specialist

Aristocrat Technologies (*gaming supplier advanced research & design; Las Vegas, NV, & remote*)

2,3,5,6,7,8 1,2,5,6 All 3,4 3,4,8 2,5,6,7,10,12

- Documented innovative products, intended features/functionality, research, etc.
- Reviewed design documentation, prototypes, and patent applications for accuracy, clarity, and thoroughness
- Received award for IP protection efforts; listed co-inventor on 3-4 patent applications
- Compiled comprehensive packages to hand projects off for commercialization
- Managed administration of two-day employee event for AR&D project research; >50% local staff participation (54.5% advance sign-in, 52.7% post-event survey completion)
- Participated in customer/player research to aid in concept evaluation/development
- Regularly recognized for outstanding attention to detail on team outputs

July 2013 to October 2017 (*studio eliminated; spent months pursuing new opportunities as team*)

Game Production/Project Manager (from 6/15)/Trivia Editor/Technical Writer

AGS, LLC (*gaming supplier; Las Vegas, NV, with U.S./Canada travel*)

2,4,5,6 1,2,3,5,6 1,2,3,4 3,4,9 2,5,6,7,8,10 1,4

- Documented and ensured compliance with game design standards by development teams (in-house, remote, third-party) for optimal player experience; reviewed screen art for content accuracy, format, style, and clarity
- Improved professionalism and usability of detailed game descriptions, technical bulletins, templates/forms, content for help/pay screens, manuals, and PAR sheets, including consistent branding/presentation
- Rewrote raw "trivia" data (5th Grader, Family Feud, Ripley's) to ~5,000 usable fact-checked multiple-choice data sets with entertaining follow-ups
- Provided direction and support to a close-knit game development team of 19 to ensure timely and accurate completion of a portfolio of projects
- Navigated multiple organizational changes, earning trust, positive feedback, increased responsibility, and pay increases at each stage

Content/Copy Editing

1. Substantive to Light
2. Proofreading/QA
3. Marketing Materials
4. Books/eBooks
5. Product/Design/UX/ Technical Documentation
6. Training/User Materials

Writing

1. Ghostwriting
2. Style Guides
3. Surveys & Recaps
4. UI/Content/Copy
5. Product/Technical Documentation
6. Training/User Materials
7. Creative Briefs
8. Product/Market Plans

Communications

1. Customers
2. Partners/Vendors
3. Strategy
4. Employees/Teams
5. Book/eBook Layout
6. Site/Brochure Design
7. Benefits

Intellectual Property (IP)

1. Trademarks/Patents
2. Documentation
3. Application Review
4. Research/Analysis
5. Ideation
6. Evaluation/Acquisition

Marketing

1. Strategy & Planning
2. Project Management
3. Email/Digital Marketing
4. Advertising/Marketing Communications
5. Product Management/ Development
6. Branding/Style Guides
7. Customer/User Experience (CX/UX)
8. Vendor/Contract Management
9. Paid Search/SEO/SEM
10. Market/Competitive Research & Analysis
11. Press Kits/Releases
12. Events/Trade Shows
13. Sales & Support
14. Analytics

General Business

1. Consulting/Training
2. Business Planning
3. Process Improvement
4. Employee Experience/HR
5. Management
6. Accounting/Analysis
7. Start-up/Small Business
8. Global/Fortune 500
9. Medium-size Business
10. Government/Utilities

eCommerce

1. Management
2. Implementation
3. Subscription/Membership
4. Product-based
5. Private Label

September 2000 to July 2013 **Communications & Marketing Consultant**

Freelance

(authors/publishers, construction, vacation rental, politician, industrial parts, IT, non-profit, fire safety, performers, insurance, education, CPA, dentist; remote)

Books: spiritual approach to problem-solving (& goal-setting workbook), auditioning, personal savings, futuristic fiction PDF eBooks: astrology, digital marketing

1.2,3,4 1.3,5,6 1.4,8 1.7 1.2,4,6,7,9,10,11

- Often complimented for my attention to detail, quality, productivity, turnaround time, and ability to find solutions for writing, editing, and design of books, web sites, marketing pieces, and more
- Independently researched and mastered new skills in order to address client needs, including how to:
 - Lay out and prepare book files for self-publishing (including substantive editing to proofreading), pursue reviews, and create press kits
 - Complete a Web site in base HTML (implementing forms, scripts, etc.) after an IT firm's subcontractor disappeared mid-project
 - Implement online functionality for vacancy calendar, PayPal donation, extensive parts catalog, and secured insurance agent directories
 - Set up a Facebook page, design a logo and mailers for printing, and use voter databases to target mailings (*political campaign*)

July 2004 to January 2010 **Director of Digital Marketing & Membership**

TeachingMadeEasier.com

(education technology; contract; remote with U.S. travel)

1.2,3,6,7,9,10,13,14 1.2,3,4 3.4,5,6,8 All 1.2,3,7 1.2,3,6

- 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 and cleaning up prospect/member databases
 - Standardizing/documenting processes for account set-up, site/pricing updates, and private-label implementation (custom content & branding)
- 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/existing members to increase new sales, engagement, and renewals; monitored execution to identify any irregularities and managed required updates with programmer

September 2002 to July 2004 **Business Services Director** (A, from 10/03) / **Marketing Director** (B, to 10/03) Nevada Corporate Headquarters

(business formation, tax, financial/estate planning; Las Vegas, NV, with U.S. travel)

All 1.2,3,4,5,6 1.2,3,5,6,9 1.2,3,4,6 1.2,3,4,5,6,8

- Single-handedly developed 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) [A]
- 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 [B]
- Implemented tracking to identify most effective media for qualified leads/conversions and adjusted spending accordingly [B]
- Implemented standards, style guide, and quality systems for all corporate and customer communications [B]
- Made substantial improvements to business formation book via substantive editing, layout, etc.
- Verified all radio station and PR firm invoicing, resolving discrepancies and monitoring performance to contract [B]
- Developed and implemented customer surveys, summarizing/distributing results for action and gathering testimonials [B]
- Served as Marketing Director for sister companies, focusing on digital marketing and branded print materials [A]

ADDITIONAL ACCOMPLISHMENTS

All 1.2,3,5,6 1.2,3,4,5,7 1.2,3,4,6,7,8,9,10 All 1.2,3,4 1

- Revamped inside wire protection plan to eliminate employee/customer pain points and wrote a detailed reference guide used to resolve conflicts; created a more profitable customer-focused plan that far outperformed upgrade/sale projections and was rolled out in other markets
- 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.
- Researched and wrote all content for MysticalPlanet eCommerce/community site (600+ products, library of articles, FAQs, newsletters, etc.); also set up product/vendor databases, cross-sell items, and product numbering system
- Rewrote IBM-email materials to novice-user level and set up regular check-ins to achieve usage by all 43 warehouse managers
- Contracted to proofread copy and data for former employer due to significantly increased error rate after my move to Nevada
- Directed agency development of new customer welcome kit for local phone company that won an iabc Award of Excellence
- Directed advertising agency for a builder-targeted print ad that won an ADDY Award
- Led and/or participated in consulting engagements for small manufacturers with highly experienced teammates (*State of Michigan, work from home*)
- Taught college classes in Interpersonal Communications & Relationships and Marketing/Consumer Behavior (*MI and NV; 4 schools*)

TECHNOLOGY/TOOLSRecent use: Microsoft Word/Outlook/Excel/PowerPoint/Teams, Slack, Yammer, Zoom, Skype, Adobe Acrobat, WordPress, HTML, SurveyMonkeyOther: Adobe InDesign/Photoshop, eCommerce (e.g., Volusion)/e-mail (e.g., Campaign Enterprise)/custom systems, Wufoo, Trello, QuickBooks**EDUCATION**M.B.A., Michigan State University, E. Lansing, MI. Marketing emphasis; Brand/Product Management specializationB.A., Honors College, Michigan State University, E. Lansing, MI. General Business/Pre-Law major; Accounting/Economics/Advertising emphases

- Earned Bachelor's degree in three years as a self-supporting first-generation college student