

ROCHELLE

MARKETING

PAULET

PROFESSIONAL

PROFESSIONAL SUMMARY

Assist a progressive organization with growth and scalability by refining their messaging and branding to reflect their WHY, thus creating an emotional match between clients and offerings.

CORE SKILLS

- Neuro-Marketing
- Building...
 - Unique Campaigns
 - Lead Generation Tactics
 - WOW Factor
- Creating Impactful Brand Awareness
- Architecting Strategy
- Analyzing Key Metrics
- Communicating on All Levels
- Creating Dynamic Events
- Collaborating with Sales Teams

AFFILIATIONS

- CIM Professional
- B:CIVIC Digital Task Force
- American Writers & Artists Inc.
- IT Services Marketing Association
- Alpha Phi - Denver Alumnae

NOTARY PUBLIC

State of Colorado
Commission Expires: 06/24/2024

REACH ME AT

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RECENT ACCOMPLISHMENTS

DIRECTOR OF MARKETING, COMMERCIAL ACCOUNTS MANAGEMENT & CUSTOMER SATISFACTION RESOLUTION

Consultant | 10.20 - Present

- Client was 18 month old company, started during COVID pandemic
- Grew residential and commercial customer base from 2000 to 9500
- Grew sales revenue from \$250k to \$1.1 million, on target to exceed \$4 million goal for 2021
- Increased campaign creation and management from 35 to 100 per month while maintaining 12% marketing budget:revenue
- Extensively grew Google Reviews while maintaining 4.9 overall
- Developed territory marketing plan for expansion into three additional markets, one year earlier than anticipated
- Revamped website to bolster SEO efforts
- Client is an ERP solution provider in the manufacturing, equipment rental and field services industries, as well as providing third-party integration
- Researched industry, vertical and market to create appropriate messaging
- Developed international marketing plan and strategies based on industry best practices and customer needs justification
- Launched two integrated software products (complete go-to-market) and expanded sales territory in Mexico
- Funnel, buyer's journey, persona development based on industry verticals
- Developed content, sales assets and awareness campaigns with social media efforts for lead generation and MQL/SQL
- Established tradeshow calendar and in-person exposure with industry and product specific events, creating multiple webinars and online demos
- Revamped website and created landing pages to increase SEO presence and campaign development

EDUCATIONAL HISTORY

100X Mastermind Group

Entrepreneurial Marketing | 05.20 - Present

Neuro Linguistic Programming Certification

NLPIncorporated | 05.20 - Present

- Understand human behavior and motivation behind purchases, large and small, to gain unfair advantage over our competitors.

Texas A&M University - Commerce, TX

English Studies, Journalism | 01.85 - 08.88

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WORK EXPERIENCE

DIRECTOR OF MARKETING (Direct & Indirect)

The Lake Companies, Inc. | 05.18 - 10.20

- Developed global marketing strategies based on territory and buyer personas for a \$14 million revenue VAR
- Increased lead generation and brand awareness for a discrete manufacturing software company (Infor ERP) utilizing KPI analysis and targeting
- Facilitated neuro-marketing campaigns via email, social media, webinars, challenges, blog posts, tradeshow, user group meetings and more
- Authored and reviewed RFP responses for contract revenue between \$10 million and \$500 million
- Supported sales team with industry research, proposal writing, promotions, event development

DIRECTOR OF GLOBAL MARKETING

DeSL | 01.18 - 05.18

- Expanded brand awareness and lead generation programs for an \$8 million fashion and apparel software company (PLM)
- Developed thought leadership opportunities via whitepapers, blog posts, social media, and newsletters
- Championed rebranding and product identity overhaul while providing research and pricing negotiations
- Position relocated to the UK office

DIRECTOR OF MARKETING

LogicData, Inc. | 06.15 - 01.18

- Developed awareness campaigns for ERP product and service offerings through a variety of channels targeting discrete manufacturers
- Created personas and marketing plan to roadmap available avenues
- VAR was \$5 million revenue
- Redesigned website, with improved SEO, Adwords and tag management, eCommerce product strategy, webinar creation and oversight, as well as building relationships with other channel partners and industry selection consultants
- Created SyteLine Symposium user group meeting – Inaugural event turned a profit and occurred again in September 2017 with the support of Infor and their channel partners. Event budget grew from \$48,000 to \$65,000 to accommodate 20% growth.

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WORK EXPERIENCE

MARKETING STRATEGIST & BRANDING CONSULTANT

[SMARTketing Strategies](#) | 10.11 - 05.18

- Conducted SWOT analysis, identified target segments, created brand philosophy and lead generation programs, marketing plan and sales message for clients
- Provided analysis and mission/vision statement creation as well as webinars for smaller clients in brand management, email marketing, A/B testing, storytelling, content development and management, and marketing strategy
- Developed and administered industry and vertical specific surveys for whitepaper creation

Industries: Internationally recognized automobile manufacturer, mobile app development company, multiple automotive dealerships, a geospatial online mapping company, utilities professional development organization, a national wholesale redistribution group, a top ranked landscaping business, a private PGA golf and country club, and a corporate apartment complex. non-profit, commercial and residential (luxury) real estate, luxury travel and hospitality industries

CONTRACT EVENT MANAGER & ADVERTISING COORDINATOR

[arvc](#) | 08.11 - 10.12

- Managed and implemented annual national association (501c6) conference and expo budgeted at \$400,000 for 600 attendees
- Created RFPs and considerations documents and reviewed responses
- Negotiated room rate and food and beverage as well as convention center meeting rooms and expo floor space
- Created daily events, timelines, and menus and negotiated audio/visual, production, photographer, videographer, program production and lead retrieval
- Conference segments included registration, pre-conference, seminars, expo, and meal events
- Managed inbound advertising efforts, selling advertising opportunities to industry related vendors for exposure to 3200 association members

PRODUCT BRAND DIRECTOR, DIRECTOR OF MARKETING

[Red Book Solutions](#) | 05.08 - 05.11

- Launched kickoff of new SaaS application for the retail and hospitality industries
- Employed industry best practices to communicate and coordinate between store-level execution plans and corporate management strategy
- Negotiated hosting contracts with multi, national cloud providers and managed infrastructure development
- Conducted competitor functionality and marketing analysis
- Generated copy for collateral, press releases, sales emails, blogs and webinars, as well as conducting them for both public and private audiences
- Generated multi-industry leads and closed sales in industries not previously marketed
- Utilized multiple marketing channels, including webinars and tradeshow to conduct demos, managing tradeshow logistics at National Restaurant Association show and National Retail Federation show
- Managed P&Ls for marketing aspect of the SaaS division

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TECHNOLOGIES

MARKETING

ABM, neuro-marketing (NLP), collateral design, whitepaper creation, event signage creation, event management, marketing plan authoring, strategy design, SWOT, journey development, buyer personas, sales and marketing effort coordination, agency management, RFI/RFQ response development, demand generation, in-person surveying efforts, television commercial storyboarding and production, radio commercial script development, 12-16% spend:revenue achieved

GRAPHICS/VIDEO/DESKTOP PUBLISHING

DSLR photography, medium format photography, Corel Paint Shop Pro, Adobe Creative Cloud, Canva, Camtasia

ANALYTICS/CAMPAIGN AUTOMATION & MANAGEMENT

SEO/SEM, Google Local Services/MyBusiness, Google Adwords/Google Analytics, media placement, PPC/CPL, WooRank, Constant Contact, Vertical Response, ServiceTitan Marketing Pro, MailChimp, InfusionSoft/Keap, Microsoft Dynamics CRM, Basecamp, LinkedIn Sales Navigator, Meta Business Suite

WEBSITE DESIGN/UTILIZATION/CMS

HTML, CSS, web optimization, UI/UX/usability design, SEO/SEM, WooRank site analysis, email blasts/campaigns, WordPress, MS MOSS, DotNetNuke, Sharepoint WSS v3

EVENT PLANNING

Site visit and selection process, F&B management, décor and theme development, asset development, event marketing and follow-up, mobile application management, \$25,000-\$700,000 budgets

TRADESHOW MARKETING

Booth design and fabrication, event planning, drayage and freight negotiations and management, location negotiations, show management, attendee management, up to 60% travel

TRAINING/WEBINARS/CHALLENGES

Onsite and web-based efforts, training plan authoring and program management, user manual and training guide creation, multiple experience level design, adoption follow-up, online training group sizes to 25, WebEx, GotoMeeting, Zoom, Powerpoint, teleconferencing, training tool creation

GENERAL

Microsoft Office, Microsoft Project, Microsoft Visio, trademark and copyright research and management, accrual budget management, ServiceTitan

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Thank you for considering my skill set for this opportunity. My unique experience, including B2B and B2C products and services, as well as Neuro Marketing training could be integrated and exploited to effectively and efficiently grow your service offering.

I am interested in learning more about this position, what your company does and how we might grow this opportunity into a beneficial partnership. I look forward to our upcoming conversations.

Best regards,

Rochelle Paulet
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