



Michelle M. Andre

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SKILLS

- ♦ Marketing and brand strategy plan development and application from concept to creative execution, both nationally and internationally.
- ♦ Cross-organizational implementation of metrics tracking and analysis systems for marketing activities and results/ROI measurement.
- ♦ Demonstrated success of focused marketing activities integrated through all channels to drive lead generation.
- ♦ Corporate branding and identity development across an array of communication platforms for both internal teams and external communications.
- ♦ Synergistic management of external agencies, internal teams, media and contract negotiations, and vendor, partner and client relationships.
- ♦ Salesforce / Pardot ♦ RavenTools ♦ Cyfe ♦ Google Analytics ♦ Adobe Creative Cloud ♦ Microsoft Office

EXPERIENCE

VP / Director of Marketing, FocusVision (*Decipher was purchased by FocusVision in January 2015*)

Global / Bend, OR, current

- ♦ Led the complete re-branding of company and products, including redesign and relaunch of corporate website and digital marketing campaigns.
- ♦ Created the company's first-ever formal global integrated marketing plan, with heavy emphasis on digital outreach and measurable ROI.
- ♦ Oversee and facilitate the company's adoption and transition to marketing systems implemented under Decipher, such as metrics measurement, marketing automation and CRM platforms, content management systems, new highly trackable web platforms, and digital ad campaigns.
- ♦ Develop and drive comprehensive, cross-departmental go-to-market strategies for new SaaS products and product updates, working closely with product development and design teams.
- ♦ Align and engage executive team, sales team and other internal teams—as well as external vendors and clients—around company re-brand, current marketing messaging and goals, newly developed organizational mission and values, and new industry-leading product initiatives.
- ♦ Spearhead the company's thought leadership in the marketplace through speaking engagements, awards, and content creation. This included launching a company webinar series involving client advocates—with prospect engagement growing by 42% Q2 over Q1 and a substantial increase of webinar-driven lead generation by 644% Q2 over Q1.
- ♦ Increased overall lead generation by 417% in past six months through integrated marketing campaigns across all channels and increased company social media users on major channels by 43% in six months.

Director of Marketing, Decipher (*Decipher was purchased by FocusVision in January 2015*)

Global / Bend, OR, 2013–2015

- ♦ Worked closely with the President & CMO to build a strong global marketing team, with both internal employees and external vendors.
- ♦ Implemented and evolved the company's first-ever marketing measurement strategy and analytic tools, including for internal communication and planning based on key metrics related to digital marketing activities, lead generation, and marketing ROI.
- ♦ Ensured strong brand messaging and consistency of content across all product categories in both online and offline channels, maintained brand identity in both external and internal communications, and engaged employee base and client promoters as brand ambassadors.
- ♦ Drove all global company marketing initiatives including public relations, trade show and conference participation, collateral and content creation, online and print advertising, branding, social media management, website optimization, and more.
- ♦ Managed all external agencies and vendors to ensure marketing plan and communications were implemented on time and on budget.
- ♦ Created and managed comprehensive and granular company sales and marketing budgets. Saw a 15% YOY growth rate in ROI of marketing spend impact on net revenue.
- ♦ Launched new marketing automation system for optimizing lead generation from strategic marketing channels and for improving e-communications. Open rates grew by nearly 10% YOY at 7pts above B2B industry benchmark and delivery rates increased by 13.5% YOY.

Marketing & Graphic Design Consultant/Owner, Andre Design & Marketing

San Francisco, CA & Bend, OR, 2000–present

- ♦ Key role in developing strategic integrated marketing communications plans, brand identities, visual communications, and sales and marketing ROI analysis for a variety of clients including software, high tech, telecommunications, energy, transportation, automotive, and hospitality.

EXPERIENCE (CONTINUED)

Director of Membership & Marketing, Merola Opera Program, San Francisco Opera
San Francisco, CA, 2009–2013

- ◆ Responsible for implementing and planning all integrated marketing communications for the program and season performances.
- ◆ Initiated and maintained all social media marketing and online networking integrated with traditional marketing channels—such as direct mail campaigns, brochures, programs, outdoor advertising, and online outreach. Tracked and analyzed performance of all marketing outlets.
- ◆ Developed new partnerships with local hotels, concierges, vendors, and Bay Area performing arts and music organizations.
- ◆ Launched membership loyalty and planned giving growth strategy, resulting in 20% growth in both over three years. New e-news open rate was 2X higher than industry benchmark and click-through rates 3X higher. Grew subscriber database from 0 to 2500 in less than six months.

Marketing Director, Napa Valley Opera House
Napa, CA, 2007–2009

- ◆ Developed first integrated marketing communications plan for the organization. Worked from plan to implement a new branding initiative, e-communications, social media marketing, online presence, and public relations strategy for events and for venue.
- ◆ Developed and maintained partnerships/sponsorships with media, hospitality, printers, designers, local businesses, and donors.
- ◆ Increased e-news subscriber database by 200% and web traffic by 160% over six months; awarded online Google AdWords grant.
- ◆ Responsible for content, art direction, execution, graphic design, and distribution of all marketing collateral.

Senior Art Director—Direct Marketing, Haggin Marketing, Inc.
Mill Valley, CA, 2004–2007

- ◆ Implemented strategies into creative execution for client-driven projects based on integrated marketing initiatives across multiple agencies.
- ◆ Lead participant in team-driven strategy sessions for long-range marketing planning for clients and agency.
- ◆ Art directed catalogs, web sites and inserts for Fortune 50 clients; as well as photo art direction and management of photo crew and team.

Art Director, *Technology & Learning*, Miller Freeman, Inc./CMP Media, Inc.
San Francisco, CA, 1997–2000

- ◆ Directed designers, artists, and photographers for an array of projects—including publication redesign and award-winning media kit.
- ◆ Designed and illustrated features, departments, and columns including special section advertisements for Fortune 500 companies.
- ◆ Worked with team to launch the SchoolTech industry trade show and conference in New York.

EDUCATION

Direct Marketing Association

Analytics, Digital Intelligence and Experience Management Advanced Certification

Golden Gate University

Master of Science in Marketing with an Emphasis on Integrated Marketing Communications. *High Honors*

University of California, Berkeley (Ext.)

Graphic Design Certification with an Emphasis on Marketing and Publication Design. *High Honors*

Santa Clara University

Bachelor of Arts in Communication with an Emphasis in Print Journalism. *Magna Cum Laude*

Bachelor of Arts in Studio Art with an Emphasis in Design.

MEMBERSHIPS

- ◆ ESOMAR ◆ Advertising Research Foundation ◆ American Marketing Association ◆ Women in Research ◆ Sons of Norway

VOLUNTEER WORK

- ◆ Fort Ross Conservancy ◆ San Francisco Opera ◆ North Tahoe Arts ◆ Lighthouse for the Blind ◆ American Cancer Society