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Summary

Senior marketing leader with 15+ years of experience driving demand generation, brand strategy, and integrated marketing programs across SaaS, technology, and B2B organizations. Brings clarity, focus, and momentum to complex marketing environments, whether building teams or supporting leaders through periods of change. Combines data-driven decision making with creative execution to improve performance and ROI, leveraging AI-powered tools, agile methodologies, and close alignment with Sales, Product, and executive leadership.

Key Achievements

- Increased lead generation by 43% while reducing budget by 40% through improved targeting and campaign optimization.
- Directed a global LinkedIn campaign achieving 55% reach, 12K+ engagements, and a 32.7% lift in SQL-to-Order conversion.
- Led Agile Marketing pilot delivering \$5.19M in pipeline and improved webinar execution for Healthcare segment.
- Built scalable sales enablement framework and onboarding resources across seven countries.
- Completed AI for Marketing Professional Certificate (edX/Davidson College, 2025).

Professional Experience

Self-employed

Independent Fractional Marketing Consultant (Jan 2025 – Present)

- Provide fractional marketing leadership to B2B organizations, supporting demand generation strategy and campaign prioritization aligned to business goals.
- Partner with executive and functional leaders to align targeting, messaging, and execution across teams.
- Design and optimize integrated demand programs across channels to support revenue growth and market focus.
- Apply AI-powered tools such as ChatGPT, Claude, Perplexity, and workflow automation platforms to accelerate insight generation, content development, and strategic planning.
- Step into execution as needed to unblock progress or support priority initiatives, while keeping strategic direction and impact as the primary focus.

Monster Worldwide

Senior Director of B2B Marketing (Dec 2023 – Oct 2024)

- Led demand generation and brand strategy for North America in an enterprise B2B SaaS environment.
- Increased lead generation by 43% while reducing budget 40%, reallocating resources based on campaign performance.
- Delivered a LinkedIn campaign with 55% audience reach and 12K+ engagements, improving SQL-to-Order rate by 32.7%.
- Navigated organizational disruption following the merger, maintaining performance and lead quality through strategic prioritization.
- Collaborated with Sales and Product Marketing leaders to refine campaign focus and audience targeting.

Senior Manager, Demand Generation (Aug 2020 – Feb 2022)

- Developed and executed ABM and inbound campaigns to engage key accounts and optimize pipeline performance.
- More than doubled MQL to SQL conversion rates.
- Collaborated with Sales to identify and prioritize high-value targets.
- Aligned campaigns with sales stages, improving handoff quality and pipeline velocity.

Senior Manager, Sales Enablement (Feb 2020 – Aug 2020)

- Built global sales enablement programs to improve onboarding, productivity, and engagement.
- Developed modular training and collateral tailored to region and product.
- Won the company-recognized “Ultimate Contributor” award.

Monster Worldwide (continued)

Global Brand Marketing Project Manager (May 2018 – Feb 2020)

- Managed brand consistency and rebranding efforts across North America and Europe.
- Led cross-functional project teams to update creative assets and messaging.
- Supported global campaigns with refreshed content across web, email, and events.
- Ensured cohesive branding across all channels and markets.

Global Healthcare Exchange (GHX)

Senior Manager, Agile Marketing Operations (Feb 2022 – Jan 2023)

- Led Agile pilot to improve marketing processes and performance within a healthcare technology environment.
- Improved webinar program, increasing pipeline by 25%.
- Integrated new tech stack including Asana and agile marketing workflows to streamline planning and execution.

RocketDrop

Executive Director of Marketing (Jun 2023 – Dec 2023)

- Built foundational marketing strategy for a startup operating in global wholesale distribution, e-commerce, and D2C.
- Conducted customer research, developed positioning, and defined brand identity.
- Launched integrated campaigns to build awareness and engagement.
- Increased brand recognition by 25% in six months.

MADM Marketing Agency

President & Creative Director (Nov 1995 – May 2018)

- Founded and scaled a full-service agency delivering results for B2B and B2C clients.
- Delivered brand development, demand generation, and customer retention strategies across industries.
- Built and led a creative, high-performing team focused on business impact.
- Acted as a strategic advisor and fractional marketing lead for clients navigating growth and positioning.

Education

Bachelor of Arts, Marketing and Business, Regis College, Weston, MA

Certifications

- AI for Marketing Professional Certificate, edX / Davidson College, 2025
- AI-Driven Digital Marketing Strategies, 2024
- ICAgile – Leading with Agility, 2022
- ICAgile – Agility in Marketing Professional, 2021
- HubSpot Inbound Marketing, 2020–2022

Tools & Platforms

Salesforce, HubSpot, Power BI, Looker, Asana, Monday.com, Adobe Creative Cloud, WordPress

Testimonial

"Michelle is the rare combination of seeing the big picture while remaining detail oriented. She balances creativity, diligence, proactiveness, and pragmatism with ease."

— Scott Blumsack, Chief Strategy and Transformation Officer, Monster Worldwide