

C. Michelle Chance-Sangthong

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Overview:

Forward-looking online marketing strategy professional with more than 17 years of solid results in eCommerce retail, conversion analysis, pay-per-click advertising, SEO, and marketing strategies.

With a background in computer science and networking, it still thrills me to "get it right" in the constantly-evolving online landscape. I'm committed to keeping up with all the latest; asking—and answering—the right questions; and generating great outcomes.

Seeking a challenging position that combines my strategic thinking with my broad marketing skill set and desire to continuously learn.

Specialties:

- Digital Marketing Strategy Development
- Search Engine Optimization
- Account Management
- Course Development, Training, and Presentations
- Identifying and Reaching New Markets

Professional History:

ONLINE MARKETING CONSULTANT | 2008-PRESENT

Created concise web marketing strategies based on market research, competition, keyword targeting and corporate marketing goals. Developed and delivered step-by-step video website tours highlighting the obstacles and opportunities to achieving greater ROI and profits from web marketing. Served as liaison between clients and

designers to blend technology, marketing, branding, and results. Many clients achieved first page ranking in search and were able to grow their business as a result of the marketing efforts I provided. For example:

- Created and implemented the social media campaign for a Jacksonville restaurant that resulted in a record-setting grand opening.
- Generated 80% of new leads, year after year for a Jacksonville pet sitting company.
- Created a successful Amazon product launch and increased product sales by 250% over current marketing methods.

FOUNDER | CS IDEAS, INC. | 2001-2013

Created and launched niche-based retail websites to sell products via the Internet. Developed marketing strategies, conducted search engine optimization, product research and development for five retail websites and other retail marketing channels. Provided pay-per-click management and ROI analysis. Reviewed and implemented new marketing strategies based on the evolving Web platform. Generated in excess of \$5 million in revenues.

WEBMASTER | THE SUDDATH COMPANIES | 1995-2005

Oversaw design, development, and maintenance of more than 17 corporate websites, managed scope creep, budgets and timelines. Developed train-the-trainer materials and managed technical support for 70 remote sales people. Managed pay-per-click campaigns and lead generation efforts. In 2005, generated more than \$2 million in leads exclusively through online marketing efforts.

Education:

A.A., A.S. Florida Community College Jacksonville 1995

References:

Available upon request.