

MICHELLE FONTAINE
67 Island Rd. ~ Douglas, Massachusetts 01516
(508) 769-9137 ~ michellefontaine@charter.net

PROFESSIONAL OVERVIEW

Twenty years of Marketing Communications background culminating in ownership of LaMich Productions, a local Marketing Communications firm located in Douglas, MA, which provides business services such as Internet Strategies to Web Development to Photography.

OVERVIEW OF QUALIFICATIONS

- Teacher of small hands-on workshops to large groups on subjects ranging from Social Media Strategies to Search Engine Optimization and Search Engine Marketing to Creative subjects such as creating multimedia products to basic computer skills workshops.
- Venues include regional organizations such as the New England Camera Club Conference to the Blackstone Valley Chamber of Commerce and the Central Mass Convention and Visitors Bureau.

PROFESSIONAL SKILLS

WEB AND INTERNET STRENGTHS

- **Website** – Experience supervising and participating in creation, design, development and maintenance of user-friendly corporate Internet and intranet websites. Knowledge of background coding (JavaScript, Flash, XML) and multiple designer programs (Expression Web, Dreamweaver and SharePoint Designer), while cognizant of optimization importance (SEO), Social Media integration, W3C proper web protocol and Section 508 compliance factors.
- **Web Content** – Experience writing and editorializing copy for technically-based products, press releases and other web content that reflect company goals, utilizing strong English and grammar skills.

EVENT MANAGEMENT

- **Tradeshow** - Experience includes purchase of multiple tradeshow booths and all logistics, including operational and creative. Major trade shows in the semiconductor, water, analytical instrumentation and pharmaceutical industries were kept on proper timelines, within budget, and smoothly run.
- **Training Sessions** - Management of all aspects of internal and external training, workshops and seminars, including training, promotion, logistics, registration, feedback, materials and attendee recognition. Certified and experienced Trainer.
- **Conferences** - Solely responsible for managing multiple day off-site conferences attended by hundreds of clients, including lining up program speakers, invitations, registrations, venue, entertainment and all other logistics while showing wise negotiating skills and budget management. Currently manager of Wallis Cove Retreat Center.

MARKETING COLLATERAL AND INTEGRATED MARKETING COMMUNICATIONS

- **Collateral Production** - Working internally and/or with external vendors, experience branding, designing and developing all marketing collateral targeting multiple vertical markets. Personal attention to each phase of development ensuring quality and cost-efficiency.
- **Ensuring Corporate brand consistency** through web and print for all product brochures, datasheets, application notes, training manuals and all other internal/external web and print products.

SOFTWARE

Microsoft

Acrobat
Word
PowerPoint
Excel
Access
Project
Outlook
Expression Web

Adobe

Dreamweaver
InDesign
Illustrator
Flash
Photoshop

Other

QuarkXpress
QuickBooks
html, xml, dhtml

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PROFESSIONAL EXPERIENCE

LAMICH PRODUCTIONS – Douglas, MA – **Owner** 2000-current

- Serving clients as Internet Strategy Manager, incorporating web design, development, and optimization. Incorporating Social Media elements to provide full marketing communications internet strength
- Consultant, speaker and teacher on both Internet Strategies and Creative Strategies
- Provider of instructional and entertaining programs for camera clubs throughout MA and RI and conference speaker.

WALCHEM GROUP, Holliston, Massachusetts - **Marketing Communications Manager** 2000 – 2006

- Provided tradeshow exhibit expertise, including overseeing all aspects of purchase of 20' x20' booth and all logistics for 3-5 major trade shows per year in the manufacturing industry.
- Developed ad/promo strategy and \$500k budget. Kept projects on track and within budget.
- Supervised and participated in creation, design and development of multiple websites designed to target specific audiences and also to serve as private distributor informational portal.
- Supervised and participated in branding, design and development of all marketing collateral for 3 companies.
- Wrote and editorialized copy for press releases and web content that reflected product introductions, innovations, uses and other relevant product information..
- Developed press release html email system targeting specific industry segment editors, increasing press release publication by 600%+.
- Developed lead system to follow leads from generation to follow-through.
- Increased mind share with targeted email/web post surveys, market and product introduction packages.

BIO-RAD LABORATORIES, Cambridge, Massachusetts – **Marketing Communications Specialist II** 1997 – 2000

- Coordinated all aspects of tradeshow conferences including PittCon and six+ other yearly shows in the analytical instrument industry, while maintaining correct timelines and staying within budget.
- Supervised internal and external production of marketing material including new product brochures, datasheets, application notes and training manuals.
- Coordinated all aspects of quarterly training, workshops and seminars, including promotion, logistics, registration, feedback, food, materials and certificates.
- Produced desktop publishing projects such as international newsletters, datasheets and application notes.

HEALTH PLANS, INC., Worcester, Massachusetts – **Marketing Coordinator** 1994 – 1997

- Event Coordinator - Solely responsible for coordinating all aspects of 1 to 3 day off-site conferences attended by 200 clients and agents six times a year, including lining up program speakers, invitations, registrations, venue, entertainment and all other logistics.

EDUCATION

NEW HORIZONS COMPUTER LEARNING CENTER, Boston, MA

Certificates of Completion for intensive collection of computer skills and Train the Trainer, December 2008 to May 2009

ASSUMPTION COLLEGE, Worcester, Massachusetts

MBA, Marketing Concentration, 2002 - cum laude

ASSUMPTION COLLEGE, Worcester, Massachusetts

BA, Business, Marketing Concentration, 2000 - Magna cum laude, Alpha Sigma Lambda

BECKER COLLEGE, Worcester, Massachusetts

AS, Business Administration, 1997 - Summa cum laude, Alpha Sigma Lambda

AFFILIATIONS

John H. Chaffee Blackstone River Valley National Heritage Corridor Commission (Photographer, Graphic Design)

UniBank Blackstone River Valley Greenway Challenge Adventure Race (Steering Committee, Webmaster)

Blackstone Valley Chamber of Commerce (Social Media Manager, Teacher and Photographer)

Central Mass Convention and Visitors Bureau (Speaker, Teacher, Photographer)