

# ROCHELLE PAULET

## MARKETING PROFESSIONAL

### CORE SKILLS

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

### SALES CHANNELS

Business-to-Business  
Direct-to-Consumer  
eCommerce  
Retail/CPG  
Municipal  
Industrial/Distribution  
Agricultural  
International

### EDUCATION

Neuro-Marketing Certification

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

East Texas A&M University

- English, Journalism major

### REACH ME AT

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### RECENT ACCOMPLISHMENTS

#### SENIOR DIRECTOR OF MARKETING

Name withheld until interview | 07.24 - Present

Marketing and customer success lead for a category-defining animal fertility control product disrupting the global rodent management market. Responsible for driving growth, awareness, and adoption across professional pest control, municipality, retail, agriculture, international, and eCommerce channels.

- Increased B2C ecommerce revenue by 74% YoY through integrated campaigns across Amazon, Walmart, Home Depot, and Shopify, optimizing listings, reviews, and targeted ad spend under EPA FIFRA 25(b) restrictions.
- Led municipal expansion into Chicago, San Francisco, Baltimore, and New York City, resulting in high-profile deployments and inclusion in city budgets, including a recently approved \$15M rodent control initiative in Chicago. Testified in legislative hearings regarding poison bans.
- Grew professional pest control operator (PCO) engagement by 65%, launching email, video, and direct outreach campaigns with compelling, compliant messaging and IPM integration content.
- Drove adoption in the ag and feed sectors, including a major Florida sugar grower and multiple feed & grain trials
- Secured international market entry in Hong Kong, the Netherlands, Maldives, and Sri Lanka, and advanced regulatory processes in Australia, New Zealand, Ecuador, and Pakistan.
- Developed robust RFM-based re-engagement strategy, generating targeted messaging for 10 customer segments and lifting repeat purchase rates by 22%.
- Owned strategy and execution for all marketing efforts supporting sales channels (PCO, municipal, retail, ecommerce, ag, distributor, international).
- Created and executed multi-channel launch strategy for new bait dispenser and attractant, expanding the Evolve ecosystem and cross-sell potential.
- Launched affiliate, influencer, and referral programs to increase brand visibility, including B2B and D2C-specific campaigns resulting in a 40% rise in lead volume.
- Authored over 20 case studies, press releases, and whitepapers and conducted interviews for placement in general media, industry publications and use in municipal and investor communications.
- Managed marketing budget and reporting, driving ROI-positive campaigns with full-funnel attribution.

### EXPERTISE

eCommerce strategies

Retail strategies

Account based marketing

Neuro-marketing

Packaging (CPG) strategy

Marketing plan authoring

Spokesperson

Journey development

Agency management

RFI/RFQ response

Media management

Campaign automation

SEO/SEM/PPC

Media placement

Content management

Social media strategy

Video design/editing

Case study creation

Partner development

Event management

F&B oversight

Board advisor

Television & radio

commercial script  
development

Website development

Usability design

In-person/virtual  
onboarding

Analytics/reporting

Negotiations

Team leadership

Budget/P&L oversight

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## MARKETING PROFESSIONAL

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### FRACTAL DIRECTOR OF MARKETING, COMMERCIAL ACCOUNTS MANAGEMENT

Consultant | 10.20 - 07.24

- Spearheaded marketing growth for an 18-month-old startup launched during the COVID-19 pandemic, scaling the customer base from 2,000 to over 9,500 across both B2C and B2B segments
- Increased annual revenue from \$250K to \$1.1M, on target for \$4M goal for 2021
- Tripled monthly campaign output while maintaining 12% marketing spend-to-revenue ratio
- Elevated online reputation by driving significant Google Reviews growth while sustaining a 4.9-star average
- Designed and executed a territory expansion marketing plan that accelerated market entry into three new regions—one year ahead of schedule
- Led development of international marketing strategy to support global expansion into new ERP markets
- Directed go-to-market strategy and launch for multiple integrated ERP products, including branding, messaging, and promotion
- Created vertical-specific marketing funnels, buyer journeys, and personas tailored for manufacturing, equipment rental, and field services
- Produced targeted sales assets, digital content, and social media campaigns that fueled lead generation and increased MQL/SQL conversion
- Established annual tradeshow presence and in-person event strategy; created webinar and demo series to support product education and pipeline growth
- Redesigned corporate website and developed high-conversion landing pages to support product-specific campaigns

### 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 omni-channel neuro-marketing campaigns and authored and reviewed RFP responses (up to \$500 million revenue)
- Supported sales team with industry research, proposal writing, promotions, event development, and channel management

### DIRECTOR OF MARKETING

LogicData, Inc. | 06.15 - 01.18

- Developed omni-channel awareness campaigns for ERP product and service offerings targeting discrete manufacturers
- Created personas and marketing plan to roadmap available avenues
- 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.

### MARKETING STRATEGIST & BRANDING CONSULTANT

IP Consulting & Strategies | 01.99 - 06.15

- Conducted SWOT analysis, identified target segments, created brand philosophy and demand generation programs, marketing plan and sales messaging for clients while providing USP creation as well as webinars for smaller clients in brand management, email marketing, A/B testing, storytelling, content development and management, and marketing strategy. Clients included Daimler Chrysler/Jeep, Remax, Coldwell Banker Commercial, ZSpace, Perceptek Robotics, and more.