

Application Form

Profile

Rosemarie Paul
First Name Last Name

738 SW ROCKY BAYOU TERR
Home Address

Port St. Lucie FL 34986
City State Postal Code

rmariemichel@yahoo.com
Email Address

What district do you live in? <http://www.cityofpsl.com/districts> *

☒ District 2

Mobile: (561) 843-2271
Primary Phone Alternate Phone

Retired?

☐ Yes ☒ No

Next Gen Demolition Snr Marketing Magr Marketing
Employer Job Title Occupation

Which Boards would you like to apply for?

Planning & Zoning Board: Submitted

Were you nominated or recommended to apply by the Mayor or a Councilmember?

☐ Yes ☒ No

Please Agree with the Following Statement

I have read and guarantee that I meet all the requirements for board service.

☒ I Agree

Interests & Experiences

Why are you interested in serving on a board or committee?

I've served on a board before and as a resident of Port St. Lucie I want to be a part of the community and help all members anyway I can.

Why do you think you are qualified to serve on this board or committee?

I have more than 20 years of corporate experience and have worked in various facets of business. I love engaging and working with others for a common goal. I believe my background can contribute a new perspective and ideas to the committees.

Brief description of Education & Experience

Bachelor degree in marketing MBA in Business Administration

[Rosemarie_Michel_CL-Resume_2022.pdf](#)

Upload a Resume

Demographics

Ethnicity

☒ African American

Gender

☒ Female

04/27/1978

Date of Birth

Do you now serve on any City Board, Committee or other Governmental Board or Committee? (NOTE: You cannot serve on more than one Board or Committee within the City of Port St. Lucie during the same time period.)

☐ Yes ☒ No

Are you a registered voter?

☒ Yes ☐ No

How long have you been a City resident?

2.6 years

Have you attended the City University classes?

☐ Yes ☒ No

Are you a United States Citizen?

☒ Yes ☐ No

Are you presently employed by the City of Port St. Lucie?

☐ Yes ☒ No

Are you a current or former law enforcement officer, other employee* or the spouse or child of one who is exempt from public records disclosure under FS 119.07?

☐ Yes ☒ No

Have you ever been convicted of a crime, pled guilty or no contest to a criminal charge, or entered into an agreement setting forth the terms leading to the reduction or dismissal of the charges?

☐ Yes ☒ No

Please Agree with the Following Statement

I agree that all of my answers are truthful and accurate to the best of my ability. I understand that if I have falsified any information my application will be withdrawn and I will not be considered for appointment.

☒ I Agree

ROSEMARIE MICHEL

Palm Beach, FL ▪ 561-843-2271 ▪ rmariemichel@yahoo.com ▪ [LinkedIn](#)

AREAS OF EXPERTISE

Content Management Systems (CMS) ▪ Google Analytics ▪ Digital Marketing Automation ▪ Web Design ▪ Web Development ▪ Project Management ▪ Strategic Planning ▪ Agile/Scrum Principles ▪ Quality Assurance ▪ Marketing & Communications ▪ Social Media ▪ Customer Relations Management (CRM) ▪ Automated Drip/Nurture Campaigns ▪ Certified Six Sigma Green Belt

SELECTED HIGHLIGHTS

- | | |
|-------------------|--------------------|
| ▪ WordPress | ▪ CRM/CMS |
| ▪ Drupal | ▪ Google Analytics |
| ▪ Monday.com | ▪ Marketo |
| ▪ SendGrid | ▪ Email Automation |
| ▪ Jira/Confluence | ▪ Salesforce |

PROFESSIONAL EXPERIENCE

SENIOR MANAGER, WEBSITE, CRM & DIGITAL PLATFORMS – Discover The Palm Beaches, Palm Beach, FL | 2020 to present

- Manage the company's website and general improvements to landing pages, as well as project management
- Oversee all A/B testing related to the website, and SEO/SEM strategy and implementation by digital agency partner.
- Deliver weekly and monthly analytics reports and findings for all digital properties. Monitor and deliver website performance reports including web analytics, year-over-year analysis, competitive benchmarking, and industry statistics.
- Review and improve web strategy with CMO and digital partners.
- Oversee all A/B testing related to the website, and SEO/SEM strategy and implementation by digital agency partner.
- Manage the continuous improvement of email marketing practices, and integration of segmentation strategies, web analytics, and database enhancements to support best in class customer marketing.
- Lead the strategy, development, and execution of multichannel customer journey initiatives by deriving insights from campaign analyses, data mining, web analytics, to drive and optimize customer loyalty, database acquisition, retention, personalization, and promotional strategies.
- Train staff on digital platforms, develop process guides

SCRUM MASTER - Citrix Systems, Inc., Fort Lauderdale, FL (dual role) | 2018 to 2020

- Backlog grooming, acceptance criteria, user stories and sizing
- Facilitate daily stand-up meetings, bi-weekly retrospectives, share goals at Scrum of Scrums
- Evaluates the Scrum Maturity of the team; coaches the team to achieve higher levels of maturity and at a pace that is sustainable for the organization.
- Present to the leadership team and Pod member's high-level key accomplishments at bi-weekly Sprint Reviews.
- Reinforce scrum methodology and the agile framework to Pod members and stakeholders.
- Provides guidance to the team; help them along the process of self-governance so they can realize the impact of Agile Scrum frameworks.
- Strive to remove all impediments and obstructions to the team's progress.
- Work toward building a safe environment and promote a productive culture for work.

SNR MARKETING MANAGER | SNR EMPLOYEE SUCCESS MANAGER - Citrix Systems, Inc., Fort Lauderdale, FL | 2016 to 2018

- Develop programs, scaling them across GEOs to build cross-cultural awareness, employee relations, and a sense of meaning at work.
- Developed employee engagement program for 25 leaders, and connected them with 130 employees
- Align program outcomes with stakeholder expectations and standards through diligent management of program plans (quality, risk, communication, web page development).

- Conduct needs assessment, identify trends in customer requirements and make recommendations for solutions that address broad customer segments.

WORLDWIDE MARKETING COMMUNICATIONS SPECIALIST - Citrix Systems, Inc., Fort Lauderdale, FL | 2015 to 2016

- Editor in Chief of three monthly digital newsletters providing partners with material on new product releases and updates, license renewal information, and rebates.
- Featured 30 partner spotlights by interviewing global CEOs and senior VPs on their use of Citrix products and services to generate revenue and increase ROI.
- Aligned communication with teams in EMEA and APJ teams to ensure the accuracy of product updates and news.
- Facilitated marketing initiatives for annual events, building kits, blogs, and customized demo boxes.

ROSEMARIE MICHEL

Page Two ▪ 561-843-2271 ▪ rmariemichel@yahoo.com ▪ [LinkedIn](#)

PROFESSIONAL EXPERIENCE (continued)

INTEGRATED MARKETING & SOCIAL MEDIA SPECIALIST – Newsmax Media, West Palm Beach, FL 2013 to 2014

- Managed advertising budget of over \$300k for radio, print, and television for the news media conglomerate.
- Developed content for social media networks, resulting in consistently high search results.
- Created unique web pages and tracking codes to measure campaign success and collect metrics.
- Worked with three call centers to market several kinds of literature: trained Reps, wrote scripts, and gathered data on outcomes.

GLOBAL MARKETING ASSOCIATE - F.A. Bartlett Tree Experts, Stamford, CT 2010 to 2013

- Developed and launched integrated, multi-channel print, catalog, web and direct marketing campaigns that propelled sales from \$1.2M (2011) to a projected \$2.8M by 2012 year-end.
- Supported 12 VPs across GEOs with sales presentations, developing marketing concepts to increase sales leads and ROI.
- Created a web portal to transform previously archaic ordering system into a dynamic website improving communication flow and adding an effective sales tool for field reps.
- Managed an annual global advertising budget of more than \$150k.

PROFESSIONAL DEVELOPMENT

- Agile Transformation Boot Camp 2019
- Agile Scrum Master (ASM) Certification 2019
- Agile Scrum Foundation Certification 2019
- Project Management Institute's Agile Certified Practitioner (PMI-ACP) Training Certification 2019
- Agile Transformation Training 2018
- Project Management – Lean Process Certified – Management & Strategy Institute 2017
- Certified Six Sigma Green Belt – Management & Strategy Institute 2017
- Harvard University Leaders of Learners Certified 2017
- Executive Management Certified – Management & Strategy Institute 2017
- Personify Leadership Development Program 2016
- Citrix Certified Sales Professional (CCSP) 2015

PROFESSIONAL AFFILIATIONS AND COMMUNITY INVOLVEMENT

IT Women ▪ Women in Networking (WIN) ▪ Women in Technology (WIT) ▪
Former Board of Directors, Kids in Distress ▪ Girls Who Code ▪ Samaritan Purse Disaster Relief ▪ Diversity, Equity & Inclusion (DEI) Committee Member ▪ Walden University Alumni Association ▪ Mercy College Alumni Association

LANGUAGES

Fluent in English and French Creole

SOFTWARES | PLATFORMS

Drupal ▪ Google Analytics ▪ Jira ▪ Marketo ▪ Salesforce ▪ Confluence ▪ Simpleview ▪ Act-On ▪ Slack ▪ GoToMeeting Suites ▪ XenApp ▪ XenMobile ▪ Secure Mail ▪ Skype for Business ▪ SharePoint ▪ ShareFile ▪ Salesforce ▪ Outlook ▪ PowerPoint ▪ Word ▪ Excel ▪ Publisher ▪ Visio ▪ Hootsuite ▪ Social Flow ▪ Chartbeat ▪ Emarsys CMS ▪ SendGrid ▪ SAP ▪ PeopleSoft ▪ Xtura ▪ ADP ▪ SQL ▪ Photoshop CC ▪ Asana ▪ Teams ▪ WordPress ▪ Knack ▪ FileZilla ▪ Adobe Creative Cloud

EDUCATION

Master in Business Administration - Walden University, Minneapolis, MN 2008
Bachelor of Science in Marketing - Mercy College, Dobbs Ferry, NY 2005