

Industry Experience

Pharmaceutical
Healthcare
Telecommunications
Technology
Financial Services
Manufacturing
Consulting

Functional Experience

Project Management
Product Management
Account Management
Brand Marketing
Interactive Media (online/offline)
Search Engine Optimization
Usability Testing
Application Training
Business Development
Publishing

Technical Experience

MS Office
MS Project
Software Development
Lifecycle (SDLC)
Consumer Relationship
Marketing (CRM)
Web Analytics
Omniture
HitWise

Education & Certifications

University of Michigan
B.S. Business Administration
Project Management
Professional (PMP)

Contact Information

Office: 919.651.0085
michelle@orchardpointgroup.com

Michelle J. Schwab, PMP

Selected Accomplishments

- Award-winning Project Manager with over 15 years of proven results in product, account and project management; robust strategic experience covering all aspects of web, CRM and media-related marketing initiatives including design, implementation, promotion, measurement and optimization across multiple pharmaceutical brands.
- Serving as President of Orchard Point Consulting, a professional services company focused on providing pharmaceutical and healthcare clients with high level project management. Example of services provided: Product Manager for client's pharmaceutical brand team: management of professional and consumer media plan for two indications; consumer web sites; develop measurement and tracking plan for tactics; analyze and provide monthly dashboards across several data sources including web analytics, savings card redemptions, and email campaigns.
- Media leader with experience working for Fortune Global 500 company, GlaxoSmithKline: Responsible for providing strategic direction, planning, implementation and oversight to brand marketing teams on tactics for both healthcare professional and consumer targets; recommended and managed targeted marketing initiatives including media (budgets up to \$20 million), consumer relationship marketing (CRM) and online interactive programs; developed and implemented measurement plans and web analytic dashboards for ongoing oversight and optimization; prioritized projects for implementation teams and provided tactical direction to ensure successful execution of brand strategic objectives; evaluated and recommended emerging technologies including viral/word of mouth, mobile and social media marketing.
- eBusiness Project Manager for GlaxoSmithKline: Effectively managed client expectations, timelines and agency deliverables of web-based marketing tactics for internal brand marketing teams including Advair, Valtrex, Imitrex, Treximet, Flonase, Lamictal, Boniva and more.
- Project Manager at one of the largest telecommunications companies, MCI WorldCom, focused on managing web application development projects as well as directing software development lifecycle (SDLC) efforts including assessment, design, development, QA testing, training and post production support.
- Project Manager for Glaxo Wellcome websites HealthyLives.com and Helix.com
- Recipient of over 12 individual awards during GlaxoSmithKline tenure for outstanding effort and contribution.
- WorldCom Quarterly Impact Award winner of 2001
- WorldCom Action Award Winner of 2002
- Awarded numerous website awards for pharmaceutical marketing efforts