



# MICHELLE CATIN

**Location:** Miami, FL  
**Phone:** 786-525-3752  
**Email:** michellecatin@gmail.com

## MARKETING & ECOMMERCE EXECUTIVE

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Strategic, award-winning marketing leader with 15+ years of experience driving growth across hospitality, weddings, ecommerce, and travel industries. Proven ability to lead integrated marketing initiatives, scale digital revenue, launch new platforms, and oversee high-performing teams. Adept at balancing creative vision with data-driven strategy to deliver measurable results and long-term brand value.

## AREAS OF EXPERTISE

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Marketing Strategy | Brand Positioning | Ecommerce | Lead Generation | CRM & Automation  
Digital Advertising | Social Media | SEO | Public Relations | Team Leadership | Hospitality Marketing

## WORK EXPERIENCE

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### **FOUNDER | Say I Do Marketing – Miami, FL** **2020 – Present**

- Founded a boutique agency specializing in helping high-end wedding venues and hospitality brands grow their weddings and group business.
- Implement inbound marketing strategies and sales funnels
- Created The Wedding Engine, a white-labeled CRM and automation system built on Go High Level, to streamline lead capture, follow-up, and tour booking.
- Advise venue owners and executive teams on digital campaigns, seasonal offers, SEO, and paid media performance.
- Achieved significant increases in lead generation and bookings for client properties nationwide.

### **SR. DIRECTOR OF MARKETING | Premier Worldwide Marketing – Miami, FL** **2024**

- Led the marketing and public relations strategy for a portfolio of Karisma Resorts & Hotels global hospitality brands.
- Collaborated cross-functionally with internal creative, ecommerce, and revenue teams to ensure brand alignment and performance.
- Managed relationships with external advertising, digital, and PR agencies to execute integrated campaigns.
- Oversaw media planning, brand storytelling, press outreach, and multi-channel content development.

### **SR. DIRECTOR OF MARKETING | Palace Resorts – Miami, FL** **2012 - 2020**

- Oversaw marketing for multiple business units including weddings, ecommerce, meetings & incentives, and trade marketing.
- Led the founding ecommerce team and achieved 300% YoY growth in direct-to-consumer sales.
- Directed the strategy and execution of integrated campaigns across email, social media, print, and trade events.
- Built an in-house creative agency and digital marketing team of 23, including designers, analysts, and strategists.
- Developed a lead generation strategy that significantly grew the wedding segment's direct bookings.
- Launched a proprietary booking engine for travel agents to support B2B sales.
- Managed multimillion-dollar budgets and external media partnerships.

## WORK EXPERIENCE CONTINUED

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### **PUBLICIST, DIGITAL MEDIA MANAGER | RBB Public Relations – Miami, FL**

**2007 - 2012**

- Promoted from Publicist to lead the agency's digital transformation through the creation of Digital Park, a new media division.
- Managed digital strategy for key clients including social media, SEO, blogs, and digital PR campaigns.
- Built blogger outreach and influencer programs ahead of industry curve.
- Regularly invited to speak and blog on emerging trends and best practices in social media and online reputation.
- Used media monitoring tools to benchmark KPIs, set client goals, and report campaign performance.
- Supported new business development with digital strategy insights and presentations.
- Clients included Homewood Suites by Hilton, AMResorts (now part of the Hyatt's Inclusive Collection), Port of Costa Maya, Vlasic Pickles, Mrs. Buttersworth, Florida Marlins, among others

## EDUCATION

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### **Bachelor of Science in Communications, Minor in Marketing**

**2006**

Florida International University

## AWARDS & RECOGNITION

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- Travel Weekly Magellan Award (Palace Resorts)
- HSMAI Adrian Award (Palace Resorts)
- PR News Social Media Professional of the Year Nominee (Palace Resorts)
- PR News Digital PR Award (rbb Public Relations, Vlasic Pickles)

## SPEAKING & THOUGHT LEADERSHIP

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- Speaker at wedding and hospitality industry trade events, travel summits, and marketing panels
- Quoted industry expert in travel and wedding marketing trade publications