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Michelle Pendenza –VP of Marketing & Growth

Revenue & Growth Engine Architect for Web Based Businesses

Summary of Qualifications

Growth-focused award-winning Digital Marketing Executive with 20+ years of success building brands and scaling web-based businesses. Proven track record of leading successful end-to-end marketing operations; from affiliate programs & performance marketing to brand strategy, lifecycle marketing, & revenue growth. Founded a company with an **\$80K investment & grew the organization to multi-million dollar revenue by Year 3**, in addition to **delivering 35% MoM growth** and a **70%+ annual topline revenue lift** for other web-based businesses. Equally comfortable setting vision at the executive level to rolling up my sleeves to execute wherever my expertise is needed most.

Skills

Strategy & Leadership: GTM Strategy, Brand Development, Storytelling, Thought Marketing, Featured Panelist / Speaker / Technology Clinic Leader, PR, Budget Management, Revenue Operations, Team Leadership, Mentorship

Growth & Demand Gen: Performance Marketing, Affiliate Marketing, SEO/SEM, Paid Media (Google, Meta), A/B Testing, Conversion Optimization, Full Funnel Ownership, Content Creation & Management, Social Media Marketing, Email Marketing, Email Deliverability, CRM, Lifecycle Marketing, Email Marketing Best Practices, Guerrilla Marketing

Lifecycle & CRM: Email Marketing, Best Practices & Deliverability, Klaviyo, Marketo, HubSpot, Ongage, MailChimp, Salesforce, Lifecycle Marketing, Win-back Campaigns

Tools & Tech: Canva, Figma, Asana, monday.com, Salesforce, Opinel, build spread sheets & reports in Excel, write DB queries in SQL & MySQL, Adobe Suite, Photoshop, MarTech, segmentation, automation, drip campaigns, etc, Programmatic SEO

Experience

01/2010– 04/2026

Clearwater, FL

Swurve Media Corporation – Vice President of Marketing (Founder)

- Started with an \$80k investment, profitable by month 8, and became a multi-million dollar business by year 3
- Launched 5+ online dating brands in multiple niche markets
- Led all aspects of marketing strategy and communications, website design, creatives / ad design, branding, and public relations
- Built an industry recognized and award nominated affiliate marketing program from the ground up, making it the largest and most profitable source of paid traffic for our web properties
- Developed Content Management tools to follow industry best practices
- Built and maintained strategic partnerships with other online entities exploiting product synergies and forming additional streams of traffic and revenue
- Took the company full remote in 2019

02/2009 – 12/2009

Toronto, ON

Ruby – General Manager / Director of Marketing

- Inherited an underperforming subsidiary & achieved 35% MoM revenue growth, sustained consistently over full tenure, not a one-time revenue spike
- Led all aspects of marketing strategy, brand development, and public relations for parent company's entire portfolio of offerings
- Grew Affiliate Program, Represented the company in the US as a featured speaker at trade shows & events
- Built & maintained strategic partnerships, exploiting product synergies and forming additional streams of traffic and revenue

01/2008 – 11/2008

Dunedin, FL

Global Marketing Resources, Inc- Chief Marketing Officer

- Managed limited marketing budget and maximized ROI for existing web properties to boost their topline annual revenue by over 70%, allowing the company to fund development of new properties and invest in new technology essential to growth
- Responsible for all email marketing from creating dynamic templates, to managing & improving email deliverability
- Worked with international business partners to help them build mutually beneficial marketing campaigns
- Launched PR campaign with SEO focus targeting negative keywords which improved reputation, reduced cancellations and charge backs, and improved the company's bottom line

02/2002 – 01/2008

Clearwater, FL

Inuvo - Vice President of Marketing (Direct Division)

- Led all aspects of marketing strategy, brand development, reputation management, and PR for company's entire Direct to Consumer portfolio, including 4 leading premium community websites and one SaaS based subsidiary
- Oversaw all planning and development of a proprietary award-winning affiliate program from the ground up, making it the largest generator of traffic, the most profitable source of new user acquisition for our web properties, & the second largest affiliate program in the industry vertical
- Built and maintained strategic partnerships with other online entities exploiting product synergies, forming additional streams of traffic and revenue

Education

St. Petersburg College

Tarpon Springs & Clearwater, FL

Webmaster and Web Development /Multimedia Management

HTML, JavaScript, LAMP Stack, Graphic Design, Adobe Suite

Letter of Reference

Scott Mitchell
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3264 Blackstone Drive
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September 19, 2025
RE: Recommendation of Michelle Pendenza

To Whom It May Concern,

It is with great enthusiasm and without reservation that I recommend Michelle Pendenza for any leadership or strategic role in marketing, business development, or digital innovation. As the former President and CEO of Inuvo during Michelle's tenure as Vice President of Marketing in the Direct Division, I had the privilege of witnessing her extraordinary contributions firsthand. Michelle not only exceeded expectations but consistently elevated our company's performance, driving transformative results that continue to resonate in our industry.

In her role, Michelle led all facets of our marketing strategy, brand development, and public relations across our entire portfolio of offerings, including four leading online community websites. Under her visionary guidance, we saw unprecedented growth in audience engagement and brand loyalty, solidifying our position as an industry frontrunner. What truly set Michelle apart was her exceptional leadership—she inspired cross-functional teams to align around bold objectives, fostering a culture of collaboration and excellence that delivered measurable impact.

Michelle's creativity and outside-the-box thinking shone brightest in her email marketing initiatives. From designing dynamic, personalized templates to mastering deliverability challenges, she maintained an impeccable email reputation and sender score while achieving consistently high click-through rates. These efforts translated into substantial revenue growth, proving her innate ability to blend innovative ideas with data-driven execution.

Perhaps most impressively, Michelle built our award-winning affiliate program from the ground up, transforming it into the largest and most profitable source of paid traffic for our web properties—and the second-largest program in our industry segment. This self-motivated powerhouse didn't just launch the program; she scaled it through relentless problem-solving, navigating complex partnerships and optimizing performance metrics to maximize ROI. Additionally, she cultivated strategic alliances with key online entities, leveraging product synergies to unlock new revenue streams and traffic channels that diversified our business model and fueled sustainable expansion.

Michelle is the epitome of a results-driven professional: proactive, resilient, and always one step ahead. Her ability to identify opportunities others overlook, coupled with her unwavering commitment to excellence, makes her an invaluable asset to any organization. I have no doubt that she will bring the same level of innovation and impact to your team, propelling your goals to new heights.

Please feel free to contact me directly at (727) 771-3874 or Scott@ScottMitchell.com should you require any further insights into Michelle's outstanding capabilities. I wholeheartedly endorse her without hesitation.

Sincerely,

Scott Mitchell