

RAELIN SAWKA MUSURACA

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Customer Experience (CX) Strategist. Twenty years of experience in Marketing, Digital Strategy, User Experience (UX). Passionate leader and mentor.

A proven leader with entrepreneurial passion who leverages new technologies and innovative thinking to champion the customer experience and drive exceptional results such as bringing forth dynamic change at a 30-year-old private company. Builds diverse teams to overcome daunting challenges and accomplish groundbreaking customer experience initiatives. Thinks creatively balancing progressive goals with business realities bringing a customer-first mindset to an organization.

SPECIALTIES & SKILLS

- Market Analysis & Strategy
- Cross-channel Engagement & Integration
- CRM / Marketing Automation Implementation
- Customer / User / VOC Research & Analysis
- Customer Segmentation & Persona Development
- Customer Experience Model Design
- Customer Journeys / Touch-point Maps
- Digital / Mobile / Social Strategies
- User Experience Design - UX / IA
- Success Measurements / Scorecard

MAJOR BRAND & CORPORATE EXPERIENCE

SUPERVALU, grocery retail and supply chain
Children's Hospital of Pittsburgh of UPMC
PNC Advisors, banking and wealth management
WPAHS, West Penn Allegheny Health System
GlaxoSmithKline, consumer packaged goods
SEI Investments, asset management services

EATON, diversified power management
Department of Defense, supply logistics
PPG Industries, global supplier
EDMC and The Art Institutes Online, education
Direct Energy Business, electricity and gas
BSI Financial, mortgage servicing

PROFESSIONAL EXPERIENCE

CUSTOMER EXPERIENCE STRATEGIST, JUNE 2010 – Present

Consultant, [Raelin.Musuraca.com](http://raelin.musuraca.com)

For clients in the mortgage, healthcare, energy, and consumer product sectors, provide strategic planning services focused on integrating all customer touch-points in the delivery of consistent brand messaging and the ideal customer experience.

Activities include customer research, competitive reviews, strategy workshops, use-case modeling, journey mapping, persona development, experience design models, prototyping, messaging/writing, and management of third-party production teams.

- For BSI Financial Services, created a **proprietary from “Cold to Sold” consumer-engagement program** targeted to delinquent mortgage-holders. Project scope included psychological mapping of the counseling process and development of a borrower engagement model including customer experience process design, contact center training materials, and marketing communications letters, brochures, and incentives.
- Streamlined the **lead generation and online enrollment** process for Direct Energy's small business web portal; completed market research and competitive reviews, developed customer experience strategy, mapped customer touch-points and interactions, completed user experience design including wireframing and functional specifications, and oversaw the copywriting team and SEO strategy development.

- Designed **Children's Hospital of Pittsburgh's new patient-family engagement strategy** for the web. Engagement included competitive research, contextual family interviews, persona development, and user experience design. Conversion of the first web section resulted in a 48% increase in unique visitors and a 96% increase in search traffic.

CHIEF DIGITAL STRATEGIST, DECEMBER 2008 – JUNE 2010**GatesmanMarmion+Dave, Pittsburgh, PA**

Named three years in a row as Pittsburgh's fastest growing advertising agency, GM+D serves national clients including several retail, business-to-business, and not-for-profit accounts.

Integrated digital programs—web, mobile, online ads, email and social—with the overall marketing strategy for Mountaineer Casino, Quaker Steak & Lube, Hofbrauhaus, Gabriel Brothers, Rugged Wearhouse and other agency clients.

- Launched eConnect, **SUPERVALU's national web, mobile and social media program** for more than 2,500 independent grocery chains. SUPERVALU is a \$44 Billion grocery retailer /distributor and parent of Albertson's.
- Led the implementation of a **multi-prong web, mobile, and social strategy leveraging SHOP 'n SAVE's Perks Online loyalty program** including an e-coupon system, email marketing, event and brand online advertising, and Facebook efforts. Increased SHOP 'n SAVE's website visits by 60% and quadrupled the email database in a nine-month period.

DIRECTOR of MARKETING, 2005 – 2008**National Real Estate Information Services (NREIS), Pittsburgh, PA
also RealtyData, RecordFusion, and TrueClose software subsidiaries**

NREIS, a Top 50 Private Employer in Pittsburgh, is one of the largest, independent providers of title insurance and mortgage services in the U.S. serving lenders such as Bank of America, Chase, and HSBC and working with consumers nationwide.

Brought together the SVPs of Sales, Operations and Human Resources to **launch a Customer Experience initiative** created to identify and understand customer feedback at all customer touch-points, design an optimal customer experience strategy, implement training and incentive programs, and install success measures including a customer experience dashboard design.

- After completing market research and analysis, collaborated with executives to develop comprehensive, integrated go-to-market strategies. Then directed individual marketing and sales support teams during the execution of an integrated sales, marketing and public relations strategy for the parent company and several software subsidiaries. Directly managed an internal agency team (Sharp Creative) of eight and an NREIS sales support / marketing team of six.
- Dramatically **improved brand awareness of NREIS** as demonstrated by prospect feedback, increased invitations to significant RFPs from major lenders, and the increase of new accounts (despite a market downturn).
- Increased customer satisfaction, improved lead capture, and reduced overhead at NREIS with the implementation of a customer on-boarding process, supported by **customizing the CRM Salesforce.com**. After initial success with sales, worked closely with the **contact center to integrate customer service interactions** into Salesforce.com creating a unified end-to-end customer engagement portal.
- Championed culture change efforts through internal communications resulting in a positive customer experience mindset throughout the organization. Built a business case for and led the preliminary **planning and design of a Microsoft SharePoint Server implementation** designed to support customer experience communications and training delivery.

PARTNER, INTEGRATED MARKETING, 2001 – 2008**Sharp Creative (formerly 8 Sharp), Pittsburgh, PA**

Sharp Creative was an integrated marketing firm specializing in business to business; in 2005 NREIS purchased ownership in the firm. In addition to the role as Marketing Director of NREIS, managed an advertising agency team of project managers,

graphic designers, web programmers, and writers serving a diverse range of clients including ServiceLink (a Fidelity company), EATON, University of Pittsburgh, VigilantMinds (now Solutionary), EDMC (Art Institutes), and Pitt Ohio Express.

- Successfully grew the business and sold 50% ownership to a major Pittsburgh-area company resulting in a greater than **tenfold return on initial investments**.
- Earned TrueClose, mortgage origination software, two consecutive *Rising Star* awards from **Mortgage Technology magazine**. Worked with executive leadership to design the optimal customer experience lifecycle including the integration of marketing and sales with help desk activity through a custom CRM / Intranet application.

BRAND BUILD / CREATIVE DIRECTOR, 2000 – 2001

marchFIRST, Pittsburgh, PA

At marchFIRST (created from the merger of Whitman-Hart and USWeb/CKS), supervised 20+ Brand Build team including recruiting, creative direction, project leadership, and staff management. Position tenure short due to marchFirst imploding.

- Received a **PNC Chairman's Recognition of Excellence Award for delivery of \$2M Web portal in under four months**. Led a UX team including information architects and visual designers in the development of a marketing front-end website and transactional banking system. Partnered closely with technical team on functional and usability testing.

TEAM DIRECTOR, INTERACTIVE, 1995 – 2000

Brunner, Pittsburgh, PA

Today, Brunner is a multi-discipline firm with a strong digital division that remains in the Top 75 US digital firms. Led the Interactive Team — including web designers, information architects, and Microsoft developers — as the team grew from one to thirty-five. Provided creative leadership during the development of digital marketing campaigns and web applications.

- Instrumental in Brunner's interactive team receiving multiple **Ad Age and Ad Week Top 100** interactive agency designations and several Addy awards (American Advertising Federation).
- Led the team that launched the ADVISORport money management platform; ADVISORport (later bought by PNC) earned first place for innovation at **Money Management Executive's awards**.
- Designed the **SEI Investments Max.Web program, a comprehensive, templated system providing co-branded websites** for the mutual funds administered by SEI. SEI is a global asset manager overseeing over \$105 Billion in assets.
- Supervised the **digital strategy, information architecture and web development of the corporate website** and numerous division websites for PPG Industries, a \$12 Billion global coatings and specialty products company.

1988 to 1995 | Held writing and project management positions including:

- Applied Science Associates, Instructional Designer
- CarnegieWorks, Inc., Instructional Designer
- Tribune-Review, Feature Writer
- Brownsville General Hospital, Public Relations Writer

EDUCATION

Carnegie Mellon University, *December 1992*
MA in Professional Writing With Minor in Graphic Design

- Attended on Full Scholarship
- Received an Apple Computer Interface Design Award

California University of Pennsylvania, *May 1991*
BA in Journalism

- Participated in the Pennsylvania State System of Higher Education Honors Program