

# GAIL SNOW MORASKI

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## SUMMARY

Senior Leader and Contractor/Consultant with more than 20 years of online/digital and traditional marketing, communications, and sales support experience in healthcare, financial services, higher education, and non-profits. Recognized as change agent who readily identifies external challenges and opportunities and strategies to respond to them. Strong track record of proposing and executing new or improved processes/systems to best serve customer/prospect needs. Skilled at synthesizing information in a swift, effective fashion, and identifying need for primary or secondary research. Proficient in survey tool development. Passionate about managing and developing teams through effective work delegation and coaching. Accustomed to managing simultaneous high-priority projects in fast-paced work settings. Experienced in assessing, hiring, and managing creative, research, and fulfillment vendors. Successful at developing and launching integrated consumer marketing campaigns leading to sales growth.

- |   |                                |                               |
|---|--------------------------------|-------------------------------|
| ❖ Functional Area Oversight;<br>Staff and Budget Management | ❖ Environmental Assessments    | ❖ Customer Communications     |
| ❖ Marketing/Strategic Plans                                 | ❖ Web site Dev./Enhancement    | ❖ Complex Project Management  |
| ❖ Digital/Online Presence/Mktg.                             | ❖ Brand/Name Development       | ❖ Sales Tools and Materials   |
| ❖ Google AdWords Cert. (2014-15)                            | ❖ Internal Communication Plans | ❖ Vendor/Agency Management    |
| ❖ Yoast Basic SEO Certified 2016                            | ❖ Public Relations             | ❖ Marketing/Member Operations |
|   | ❖ Community Outreach/Events    | ❖ Market Research & Analysis  |

**Boston University Graduate School of Management, M.B.A.** (Marketing) **1989**; Beta Gamma Sigma Honor Society; **University of CT, B.A. French** (Deuxieme Degre, Universite de Rouen) Magna Cum Laude **1982**; Phi Beta Kappa, Phi Kappa Phi, Alpha Lambda Delta Honor Soc.

**Community:** Home for Little Wanderers, JHYSarcoma Foundation, Cycle for Survival, Relay for Life, Our Heart Speaks, The Kerry Fund

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## KEY ACCOMPLISHMENTS

- **Establishment of small business:** Founded marketing, communications, and research consulting firm/marketing agency.
- **Marketing department/sales channel establishment:** Established distinct marketing function at commercial bank, and introduced practice of launching monthly/multi-month integrated marketing campaigns at 6 branches; Conducted research and developed systems/processes, and communication tools to establish broker sales channel at large health insurer.
- **Complex project management:** Served as liaison with IT to develop system to calculate broker commissions for 500+ insurance brokers; Championed and executed "Broker University", a win-win seminar series that afforded brokers continuing ed. license credits and insurance carrier chance to provide updates; Developed survey tool to capture benefit preferences of college staff/faculty, used statistical software to track/analyze results, and produced results report for senior personnel; Collaborated with IT to launch, market, and cause provider adoption of Web portal, and wrote user guide.
- **Cross-functional committee facilitation:** Developed plan and oversaw committee for internal/external communication of company move; Project-managed employee wellness initiative: developed charter and project plan; facilitated committee.
- **Brand/name creation:** To ensure selection of most effective brand name for new markets and resonance with market audiences, proposed hiring "naming" vendor to develop and test names, identified vendor, and oversaw senior leadership input and buy-in to adopt recommended name for use outside of employer's primary market
- **Digital/online champion:** Obtained senior leader buy-in to launch social media presence, and served as first "Tweeter" for brand; Proposed and oversaw tight schedule to deploy employer's first prospective member Web vanity URL/landing pages; To achieve tight site launch to support new product and introduce best practices, championed, facilitated selection of, and implemented Web content management system (CMS), and oversaw RFP process to select agency to build site.
- **Program launch:** Supported 2006 landmark MA health reform through RFR assistance causing health plan to be selected to offer Commonwealth Care; Supported launch of MA integrated care and 2014 Affordable Care Act programs through participation in state-facilitated/internal meetings and oversight of marketing, member and provider material production.

## PROFESSIONAL EXPERIENCE

### **Results Communications and Research, Braintree, MA**

**April 2014 – Present**

#### **Principal/Founder of marketing, communications, and research consulting firm/marketing agency**

- Implement marketing & biz dev. activities to grow and retain my client base. Clients include:

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|-----------------------------------|-----------------------------------|----------------------------------|
| ❖ Concord Foods (food co.)        | ❖ Yozell Assoc (benefits broker)  | ❖ The Amazing Dutchman (IT)      |
| ❖ Catholic Charities (non-profit) | ❖ Rick Nagle Detective Grp (P.I.) | ❖ Swedenborgian Church N.A.      |
| ❖ O.V. Resources (real estate)    | ❖ Highland Investigations (P.I.)  | ❖ Financial Planning Solutions   |
| ❖ CWE (non-profit.)               | ❖ Peppercornz-on-Main (restaur.)  | ❖ Jeff Katz Nonprofit Consulting |
| ❖ Digestive Health Instit. (book) | ❖ Signature Healthcare (hospital) | ❖ First Circle Learning Center   |
| ❖ Longpoint (college consulting)  | ❖ Appen/Microsoft (technology)    | ❖ Forrester Flooring (floors)    |
| ❖ Bank of Canton (financial svc.) | ❖ The Kerry Fund (non-profit)     | ❖ Our Heart Speaks (non-profit)  |
| ❖ WorldWays (creative agency)     | ❖ Cambridge Network (educat.)     |                                  |

- Since 2014 launch, have advised on, assisted with, or overseen following activities for clients/prospective clients:
  - **Online advertising:** researching, facilitating planning for, executing and monitoring/tweaking Google AdWords Search & Display, Pinterest, Facebook, Twitter, Instagram, and banner advertising; developing recommendations for and launching multi-vehicle, integrated digital marketing campaigns; detailed reporting on/analyzing results.
  - **Web site presence:** writing/making recommendations for enhancing site content, navigation, or functionality (including landing pages); advising about site traffic tracking/reporting and how to improve SEO; project managing site launch with outside designer; using WordPress, WIX, and Hubspot CMS tools to launch or revise sites; recommending CMS to use; project managing RFP process to identify right-fit Web design and development vendor.
  - **Primary and secondary research:** conducting online, phone and e-mail research; completing analysis to inform where organization falls in organic search engine result rankings compared to competition, as well as which competitors employ online advertising. Developing online survey tools using SurveyMonkey and analyzing results; examples include: employee survey for non-profit; mirror audience survey done using Cint list purchase for healthcare organization; high-end retailer benefits survey for benefits broker, and customer survey for restaurant Web sites.
  - **Public relations:** developing story idea for restaurant and pitching to reporters; serving as pro bono PR rep for Relay For Life; developing and executing pitch to social media influencers and a variety of print and broadcast media to support launch of new product, line and brand by consumer goods/food company.
  - **Social media:** serving as social media/blog voice for both B2B and B2C clients – includes writing/posting content/photos for Facebook, Twitter, Instagram, LinkedIn & Pinterest and web blog (B2C).
  - **Market analysis & strategic plan development:** using internal & external data conducted an analysis of a non-profit's 4 markets and made detailed recommendations regarding traditional and digital activities to be used in each.

**BMC HealthNet Plan/Well Sense Health Plan, Boston, MA (served Medicaid, other govt. program members) 2008-2013**  
**Director of Marketing/Director of Marketing and Communications, 2012-2013**

- Initially oversaw 13 member-acquisition team and activities, including community outreach (sales) team; upon division restructure, provided strategic direction for 9-member team responsible for traditional and online advertising; member communications; provider communications; public relations; internal communications, and oversaw marketing operations (member fulfillment) activities, including ID, welcome kit, and member extras issuance.
- Maintained integrity of two brands: BMC HealthNet Plan (MA) and Well Sense Health Plan (NH and outside of MA)
- Developed short- and longer-term (multi-year) detailed marketing plans/strategic plans/campaigns. Work included analysis of competitor activity, identification of challenges/opportunities, and recommending online/digital and traditional tactics.

**Manager of Marketing and Communications**

**2011-2102**

- Oversaw team of three, plus worked with interns, on member acquisition activities, including marketing collateral development, advertising execution, and Plan's online/digital presence; managed marketing line (prospect inquiry) vendor
- Recommended marketing activities and oversaw execution; managed creative agency; assisted with strategy documents

**Digital Media Marketing Communications Manager**

**2009-2011**

- Managed research analyst and two college interns; Served as digital marketing/media champion and researcher for web as well as other online/electronic activities, such as social media and mobile.
- Made recommendations for improving Web site content and structure and for driving site traffic; worked with IT team and IT-built content management system (CMS) to implement site revisions; Identified need for and worked with IT to implement better Web activity tracking tools and a site search engine; Oversaw online advertising: paid search and display

**MARKETING COMMUNICATIONS & RESEARCH CONSULTANT, Braintree, MA**

**2008-2009**

- **BMC HealthNet Plan, Boston, MA** – Contract Marketing Communications Manager, Marketing Strategy Division
- **O.V. Resources of Connecticut, Bristol, CT** – established new branding and messaging for commercial real estate firm to emphasize value-add. Implemented first Web site and developed marketing brochure.
- **Expansion Consulting, Cambridge, MA** – conducted primary and secondary research of potential U.S. distributors, importers, buyers, and manufacturers with whom Italian companies could partner to sell, buy, or distribute their products.

**NETWORK HEALTH, Medford, MA (served Medicaid, other govt. program members)**

**2005-2008**

**Corporate Marketing and Media Relations Manager**

- Oversaw and provided direction to team responsible for: Web site/large events, public relations, internal communications
- Wrote/edited CEO and senior leader internal communications, including weekly CEO employee newsletter and Board communications/presentations; co-chaired committee responsible for implementation of off-site quarterly all-staff meeting
- Generated Plan awareness through public relations and corporate marketing activities; developed and executed messages/materials serving multiple audiences, such as corporate Web site and marketing materials; managed PR agency to obtain frequent publicity; generated publicity ideas; worked with Webmaster and used CMS to implement site revisions

**OTHER EXPERIENCE:** *Marketing Director, Bay State Federal Bank; Marketing Mgr, Best Doctors; Blue Cross Blue Shield MA: Program Mgr, Marketing; Marketing & Compensation Leader, Sales Admin.; Marketing Specialist/Systems Admin.; Administrator; Research Analyst (Contractor), Broker Services; Account Manager, Market Facts (nat'l primary research supplier)*