

Gail Snow Moraski

30+

years of marketing & communications experience

25

years in corporate marketing (healthcare, financial services)

6

years as Principal of Results Communications and Research

AWARENESS, LEAD AND SALES CREATION

Business-to-business products and services

employees benefits
private investigation
commercial real estate
commercial lending
business and IT consulting
health insurance
banking and investments

Non-profits

fundraising/development
marketing
Google Non-profit Ad Grants
Google Search & Display and Social Media ads
Organic/technical SEO
social media voice & strategy
reputation management

Business-to-consumer products and services

restaurants, food and beverage products & services
secondary and higher education
faith-based organization
healthcare: hospital/health insurance
wellness programs
banking, investments, financial services
health & beauty products
health-related book & app.
education – school and other

AGENCY/CLIENT MANAGEMENT

Account Manager/Study Specialist: market research suppliers (Market Facts; Bannon & Co.)
Researcher for Expansion Consulting, firm helping Italian firms offer/market their products in U.S.

ENTREPRENEURIAL EXPERIENCE

Department or firm start-up or significant expansion:
Broker Services, BCBSMA; Marketing depts., Bay State Federal Bank and BMC HealthNet Plan;
Founding – Results C & R

*MBA, Boston University, Marketing Concentration
BA, French, University of Connecticut*

BRAND INVOLVEMENT

Amazing Dutchman**
Appen/Microsoft**
Bay State Federal Bank*
Bank of Canton**
Beach Street School, Scituate**
Bercume Associates**
Berklee College of Music*
Best Doctors*
Blue Cross Blue Shield of MA*
BMC HealthNet Plan*
Body and Mind Wellness**
Building Restoration Services (BRS)**
Cambridge Network**
Cambridge Eating Disorder Center**
Catholic Charities**
Center for Women & Enterprise**
Common Sensing/Gocap**
Coach Andrea**
Concord Foods**
Concrete Poetry**
Daryl Lippman, Realtor**
Digestive Health Institute**
Financial Planning Solutions**

First Circle Learning Center**
Food Truck Festivals of America**
Forrester Flooring**
Foster Hill Farm and Garden**
Four Paws U.S.**
Gillette (Procter & Gamble)*
Glastonbury Abbey**
Highland Investigations**
In Kind Design**
Interim Executive Solutions**
Jeff Katz Non-Profit Consulting**
Jyoti Justin Realtor**
KimAliprantis.com**
Lavin Marketing Communications**
Longpoint Consulting**
Maria Droste Counseling Services**
Mass Wildlife**
Medical Development Partners (Med Dev Coach)**
MFP**
Nancy Marland Jewelry**
Network Health*
Nonprofit Professional For Hire (Tom Colligan)**
NW Real Estate Group**

Nurtured Roots**
Our Heart Speaks**
Our Sales Coach**
O.V. Resources**
Parents Forum**
Platinum Exteriors**
Rick Nagle Detective Group**
Rise Above Noise**
Robbins Children's Programs**
Self Esteem Boston**
Signature Healthcare**
Springboard Education in America, LLC**
Steve Eustis Co., Realtors**
South Shore Roofing**
Stop & Shop*
Swedenborgian Church of N.A.**
The Kerry Fund**
Vibrancy Communications**
Viv Web Solutions**
Wendy Leeds, Therapist, Author, Speaker**
Whistler*
WorldWays Social Marketing**
Wellness and You**

*Key - *via corporate marketing role or role at agency serving client; **=via Results Communications and Research*

COMMUNITY

Our Heart Speaks
Jennifer Hunter Yates Sarcoma Foundation
Relay for Life; Cycle for Survival

Home for Little Wanderers
MA Special Olympics
Parents Forum

St. Francis House; Casa Myrna Vazquez
The Kerry Fund
The Jimmy Fund/Dana Farber Cancer Institute