

# CHRISTIAN MUSURACA

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## DIRECTOR OF INTERACTIVE

Creative Director | Interactive Designer | Online Marketing Strategy

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### Executive Profile

With several dozen branding and integrated marketing campaigns under his belt, Christian Musuraca is an experienced creative director specializing in interactive design. With an entrepreneurial background, business-sense, and an outstanding design portfolio, Christian brings a variety of talents to every project. Christian's most notable projects include brand identity and all visual design work for TrueClose at [www.trueclose.com](http://www.trueclose.com), National Real Estate Information Services at [www.nreis.com](http://www.nreis.com), and Allpointe Mortgage at [www.allpointe.com](http://www.allpointe.com). He's also won a Pittsburgh Addy Award for his online web-commercials created for Fast Forward Inc. Christian has worked for small and large clients alike from PPG Industries and Federated Investors to technology start-ups such as VigilantMinds, Public Media Works and SmartOps. His most recent technological achievement was integrating in-store programs for SuperValu and Clorox with online incentive components (sweepstakes, downloadable gift with purchase and coupon).

### Special Expertise

- Creative Direction
- Interactive Design
- Web Applications Development
- Traditional Design & Layout
- User Experience Design
- Online Marketing Experience
- Organizational Leadership
- Server Infrastructure Deployment

### Professional Experience

#### DIRECTOR of INTERACTIVE, CURRENT

MatchPoint Marketing (A Division of Acosta Sales & Marketing), Pittsburgh, PA

*MatchPoint Marketing is the marketing division of Acosta Sales and Marketing. Headquartered in Pittsburgh, MatchPoint provides in-store and online marketing solutions for national retail chains and national brands.*

Leads the interactive team that works with Client Service Directors and Field Promotion Coordinators to help sell-in interactive services ranging from simple product landing page design to integrating in-store marketing tactics with online incentive programs, A/B testing campaigns, sweepstakes, lead generation (customer acquisition and retention), web analytics and search engine marketing and optimization. Responsible for implementation of hosted server environment for "sandboxing" client projects as well as providing a hosting platform service.

#### *Selected Achievements:*

- Worked with Field Promotions teams on brands such as Clorox, Heinz, Georgia Pacific, Coke, and others to help integrate in-store marketing campaigns (Catalina checkout promotions) with online sweepstakes, coupon, and other unique incentive programs with national retail chains (SuperValu, Winn-Dixie, Publix, SaveMart, Wal-Mart).
- Helped raise MatchPoint Marketing Interactive capability awareness within Acosta subsidiaries (currently 12,000 employees in United States & Canada with fiscal year 2007 revenue of \$797 Million).
- In less than six months, grew MatchPoint interactive project revenue stream from zero to approximately \$0.4 Million.

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**CHIEF CREATIVE OFFICER, 2003 - 2008**

Sharp Creative (formerly 8 Sharp), Pittsburgh, PA

*Sharp Creative is a marketing, new media and design firm providing services to businesses in the mortgage services, software, trucking, education and other markets with annual revenues of \$0.5 Million. National Real Estate holds partial ownership in this firm.*

Served as creative lead on all projects, multimedia development, and managed outside sales. A sampling of past and current clients includes University of Pittsburgh, Eaton, Thought Drivers (Pitt Ohio Express), Indecomm Global Services, Education Management Corporation (EDMC), and Vigilant Minds (now Solutionary). Portfolio at [www.sharpcreative.com](http://www.sharpcreative.com).

**SENIOR ART DIRECTOR, 2001 - 2003**

FastForward (formerly eToll) – Pittsburgh, PA

*FastForward was an Internet-based Marketing Software Automation firm that provided a one-stop solution of online marketing campaigns (incentive, loyalty, rewards, coupon, rebate, email, sequencing and segmentation, and database reporting) in one application suite/dashboard.*

Responsible for creative direction, production of integrated campaigns, and sales materials. Worked with the web applications teams integrating creative B2B templates and highly customized B2C design with the software platform. Reported to VP Marketing and designed all collateral from print to online marketing application projects. *Portfolio at [www.sharpcreative.com](http://www.sharpcreative.com) Flash Videos*

**Selected Achievement:**

- Designed integrated marketing campaign “Give Us 5 Minutes...” presentation for prospective venture capital firms that garnered an additional \$5MM in funding.
- Won Pittsburgh 2003 ADDY for FastForward Flash email campaign “Any Questions?”

**MULTIMEDIA DESIGNER, 1998 - 2000**

New Perspective Productions | Interactive – Pittsburgh, PA

*Today, New Perspective is a leading regional video production agency with a strong interactive service offering. At the time, New Perspective was first to provide their clients the opportunity to combine interactive multimedia design and programming with all video related projects.*

Responsible for all interactive multimedia projects, including interface design, programming and print design of CD/DVD materials. Clients included Pittsburgh-based companies, Federated Investors, Bayer-Hennecke, Respiroics, Traco, Tuscarora (now Protexic) and smaller advertising agencies without multimedia service offerings.

**Early Career****Photoshop & Web Development Instructor 1999 - 2000**

The Art Institute of Pittsburgh – Pittsburgh, PA

**Web/html Developer, 1998 - 1999**

Lighthouse Interactive (A division of Blattner Brunner) – Pittsburgh, PA

**Education****Art Institute of Pittsburgh**

Specialized Degree in Multimedia | Returned to AIP as an Instructor in Web Development / Design

**University of California, Irvine**

BA in Social Sciences/Economics