

# LACI RUSCO

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## **CLIENT EXPERIENCE MANAGER SKILLED IN CUSTOMER LOYALTY, TEAM-BUILDING, TALENT ACQUISITION & VALUE MANAGEMENT**

Results-driven strategist and team leader, accomplished in **talent attraction and development, strategic branding, and operational team management**, enhancing the **customer experience in diverse retail and corporate environments**.

Approachable and participative, known for orchestrating people and process to transform cultures and generate high performance. Adept in problem solving and leading consequential projects, creating and sustaining trusted relationships at all levels. Demonstrates solid conceptual and analytical thinking combined with experience in multiple retail arenas.

Skilled in building consensus, resolving conflict, and negotiating expectations in order to achieve defined business outcomes. Collaborates well with colleagues, clients, applicants, and community leaders in order to create conditions for success. Able to synthesize multiple data points, quickly assess situations and resources, and coach and motivate others to produce extraordinary results.

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### **CHRONOLOGY OF EXPERIENCE**

#### **Resume Coach: 2019 - 2021 Right Management, Remote**

Oversaw resume process with candidates in various industries. Focused on resume best practices to meet deadlines and prepare candidate resume for job market. Collaborated with internal teams to successfully deliver completed resume in target time.

- Delivered resumes to satisfied candidates, increasing marketability, and ensuring deadlines met or exceeded.

- Assisted candidates in creating quality resumes, ensuring use of effective grammar, punctuation, and content.
- Met or exceeded company resume goals set forth by management, achieving quality score of 94% (goal of 90%.)
- Worked independently with no supervision as home-based employee while still exceeding quality standards and service metrics.

**Magazine Director: 2018 - 2019**

**Dynamic Discs, Emporia, KS**

Oversaw national disc golf magazine. Sold advertisements to local, regional, and national advertisers. Created content for publications, stories, photographs, data. Collaborated with internal departments for billing and shipping.

- Worked with writers, copy editors, photographers, designers, printers, ensuring successful completion of full-color magazine within deadline and on budget.
- Exceeded sales goals, increasing success of printed product within 1 issue.
- Held magazine launch parties, creating brand extensions.
- Coordinated with appropriate departments, ensuring distribution through appropriate channels.

**Magazine Director: 2017 - 2018**

**White Corporation, Emporia, KS**

Identified and developed relationships with advertisers for 5 local and 2 national magazines. Oversaw and created content, stories, photographs, data for publications. Managed sales and sales goals.

- Oversaw sales team and art director, ensuring cohesive team effort, meeting goals, and deadlines of magazines.
- Coordinated magazine launch parties within community, creating brand awareness.
- Proofread all copies, maintaining accuracy and meeting best practices for grammar, punctuation, and readability.

**Owner: 2015 – 2017**

**French Lily, Emporia, KS**

Exceeded customers' expectations by developing genuine relationships to determine customer needs and offering suggesting, finding desired products and alternatives. Managed accounts payable / receivable.

- Ensured highest-level of customer care in fast-paced retail environment, working with team members, creating outstanding store experience.
- Oversaw customer conflict resolution, gaining customer loyalty.
- Maintained flow of merchandise and organized displays accordingly, creating visually appealing store.
- Maintained website and online sales presence for customers, promoting online shopping.