



# Steven Muratcea

ENTERPRISE  
CUSTOMER SUCCESS  
MANAGER



519-496-8341



Steven03pg@gmail.com



London, Ontario



linkedin.com/in/smuratcea

## PROFILE

Revenue-driven **SaaS Sales & Success Leader** with 12+ years across digital retail. Proven track record managing 100+ account regional portfolios, driving approximately \$800K ARR in new business and upsells, and maintaining lowest team churn through proactive client strategy. Actively builds with AI - daily stack includes Claude, ChatGPT, Gemini, Notion AI, Perplexity, Midjourney, Codex, and more. Completed Google Analytics Certification (2026) and currently progressing through Google Cloud Skills Boost generative AI coursework. Skilled at translating complex platforms into client wins across ILM, DMS, digital chat, and digital retailing. Known for elite communication, structured processes, and building trust that survives tough conversations.

## CERTIFICATIONS

### GOOGLE ANALYTICS CERTIFICATION

Google (Skillshop)

APRIL 2026

## WORK EXPERIENCE

### SENIOR REGIONAL ACCOUNT MANAGER

JAN 2022 - AUG  
2025

#### Rapid RTC / Keyloop SERTI

- Managed a 100+ dealership regional portfolio across southwestern Ontario, selling and supporting Keyloop's full suite: ILM, digital chat, DMS integrations, and service tools.
- Generated approximately \$800K ARR in new business and upsells annually through disciplined pipeline management and consultative selling.
- Ranked #1 on the team for client communication activity -- highest volume of logged calls and emails tracked via Salesforce.
- Maintained the lowest churn rate on the team by identifying risk early and delivering proactive, customized support before issues escalated.
- Delivered platform training and onboarding to dealership staff, accelerating adoption and increasing client retention across the region.

### DEALER SUCCESS MANAGER

MAY 2020 - DEC  
2021

#### Motoinsight

- Managed 50+ active dealership accounts (\$55K+ MRR) across Southern Ontario as the primary customer success contact for the MotoCommerce digital retailing platform.
- Maintained minimal churn by building proactive client relationships grounded in deep understanding of each dealer's business model and sales process.
- Ranked #1 on the team for client communication consistency.
- Trained dealer sales teams on digital retailing best practices, translating platform capabilities into measurable showroom improvements.
- Documented all client interactions and technical issues via Salesforce and Google Suite, improving team-wide visibility and resolution speed.
- Produced client-facing assets using Loom, Canva, Zoom, and Screencastify -- reducing time-to-resolution and improving self-serve adoption.

## EDUCATION

### INTERACTIVE MEDIA DESIGN & PRODUCTION

#### Fanshawe College (2011 - 2013)

Graduated with Academic Honours.  
Courses in media production, web,  
HTML/CSS.

### MEDIA COMMUNICATION FUNDAMENTALS

#### Conestoga College (2010 - 2011)

Graduated with Academic Honours.

## INTERESTS

- Basketball fan & player
- Resident "IT guy" for friends/family
- Have a small dog in my family named Romeo who sniffs everything

## WORK EXPERIENCE CONTINUED

### ASSISTANT GENERAL MANAGER

AUG 2018 - MAY  
2020

#### Craft Property Group

- Promoted from Leasing & Marketing Manager to Assistant General Manager within 8 months.
- Leased a 700+ tenant luxury building to 100% occupancy at record rent rates and record conversion speed.
- Grew leasing performance: +45% leads captured, +20% booked appointments, +18% leases signed, -5% no-show rate.
- Hired, trained, and managed 10+ leasing staff using a repeatable process that sustained results after onboarding.
- Saved \$10K+ annually through contract renegotiations; recovered thousands more through legacy contract audits.
- Managed operations, marketing budgets, and accounts receivable using MailChimp, Adobe Suite, DocuSign, Slack, and Trello.

### INTERNET SALES MANAGER

DEC 2013 - MAY 2016

#### Westgate Honda

- Maintained a 40-50% internet lead closing ratio (70-90% on shown appointments) -- consistently 10-20% above the industry average.
- Sold 160+ vehicles annually, ranking Top 2 in sales in first full year including against veteran colleagues.
- Managed up to 90 new internet leads per month with prompt, professional follow-up.
- Tracked TMS, maintained CRM accuracy, and kept the company website current.
- Trained incoming sales staff on automotive software systems and internet sales processes.

## ADDITIONAL EXPERIENCE

### SALES / ASSISTANT SALES MANAGER

DEC 2016 - MAY  
2018

#### Carmix / London Mitsubishi

- Promoted to ASM; led sales strategy, digital sales processes, and staff development.

## ○ ADDITIONAL EXPERIENCE CONTINUED

### **ASSISTANT SALES MANAGER**

MAY 2016 - OCT  
2016

#### **MINI London / BMW London**

- Redesigned follow-up and delivery processes; implemented showroom marketing improvements that increased online review ratings.

### ○ **SALES & LEASING**

2010 -  
2016

#### **Finch Hyundai, Competition Toyota, Sears Canada**

- Foundation in client-facing sales, product training, and CRM across automotive and electronics retail.