

Cari N. Borisuk

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EDUCATION

UNIVERSITY OF GEORGIA, TERRY COLLEGE OF BUSINESS, Athens, GA 2010-2012

MBA - Marketing and Business Project Management

- President, Graduate Business Association
- Leadership Fellow
- Graduate Marketing Association

BBA - Marketing - *cum laude* 2003-2007

SUMMARY OF QUALIFICATIONS

Over five years of managerial, sales, and marketing experience with organizations in the United States and South America, including Marriott Vacation Club, Samsung, and Amp'd Mobile. Areas of research, education and special interest include: strategic business management; marketing and brand/category management; marketing intelligence; sales force development and training; supply and value-chain management and the creation, development and evaluation of high-performance cross-functional teams.

Specialties: Analysis of complex situations and the ability to communicate the relevant parts to others in an easily understood manner; training and assessment; brand and category management; sales force development; marketing intelligence and marketing metrics and the development and assessment of high-performance business teams.

EXPERIENCE

LECTURER IN MANAGEMENT, Coastal Carolina University, Conway, SC 2013-Present

- CBAD 120 – Introduction to Global Business
- UNIV 110 – The First Year Experience
- CBAD 290 – Integrated Business Communication

MCCLATCHY, Myrtle Beach, SC 2014-2016

Digital-first, media company offering news, information and multi-media marketing, including iconic brands such as the Miami Herald, The Kansas City Star, The Sacramento Bee, The Charlotte Observer, The (Raleigh) News and Observer, and the (Fort Worth) Star-Telegram.

Consumer Sales Manager, The Sun News

Responsible for creating and executing digital and print marketing campaigns to increase readership and convert readers to subscribers of The Sun News.

- Developed and executed an integrated, strategic marketing plan.
- Integrated messaging to promote digital and print readership.
- Consistently met and exceeded monthly subscription sales goals.
- Partnered with telemarketing, field sales, and direct marketing vendors to boost awareness and convert leads to sales.
- Utilized social media platforms to increase awareness, build brand value, and generate leads.
- Fostered internal dialogue to ensure consistent and aligned messaging for readership initiatives.

- Managed all circulation-related creative for direct mail, in-print, and online marketing campaigns.
- A/B tested email marketing campaigns, including subject lines, copy, imagery, and call to actions.
- Managed and maintained marketing database.
- Monitored and utilized key performance metrics to improve performance through strategic decision-making.

SALES AND MARKETING CONSULTANT, Depoe Bay, OR; Myrtle Beach, SC 2012-2015

- Perform market research; interact with company teams to plan marketing strategies, budget, pricing and sales targets.
- Develop and implement business plans and integrated marketing plans to obtain optimal capacity and sales volume.
- Evaluate and monitor market performance of product and work with operations and sales teams to clarify and solve any potential problems that may exist.
- Proved instrumental in acquiring investors, creating funds to fuel company growth.

SOUTHERN SMOKEHOUSE, LLC, Danville, GA 2009-2012

Pork and beef processor that sells to wholesale and retail customers throughout the Southeast; revenues grew from \$160,000 in 2008 to \$1.44 million in 2011.

Vice President, Sales and Marketing

Managed company sales and marketing functions, creating and overseeing a \$1.4 million sales budget and 12-member team.

- Developed and executed comprehensive marketing plan for both company as a whole and individual customer accounts, including strategy, expanded product, and use of marketing communication.
- Led market launch of 10 new products for retail channel, in 2 product lines, generating \$1.24 million in annual sales. Consulted with retailers to identify new product opportunities, conducted focus groups and customer sampling to determine desired flavor profiles, collaborated with seasoning producers to create flavors to match customer preferences.
- Selected as a member of the 2011 Bulldog 100 – a group of the 100 fastest growing businesses run by a University of Georgia alumnus.
- Developed point of sale displays for retailers to support trade show marketing efforts, including aisle invaders, ceiling hangers, and shelf talkers. Developed company website using updated product photography, improving communication flow and adding an effective sales tool for field sales representatives.
- Performed all financial planning for company, including all sales forecasts, expenses, and capital investments. Achieved break-even 6 months after start date, creating profitability.
- Tripled company's wholesale business in less than 2 years. Developed and executed marketing plan for Sysco business, advertising in Sysco publications to customers, participating in bimonthly district sales rep meetings, conducting ride-alongs, and directly answering all customer questions.
- Expanded product offerings for institutional channels, expediting break-even for company.
- Developed and implemented new company logo in response to customer feedback to create stronger brand awareness.

MARRIOTT VACATION CLUB INTERNATIONAL, Hilton Head Island, SC 2007-2009
Vacation ownership company with over 20,000 employees and over \$200 million in annual revenues.

Sales Executive

- Consistently closed 15% to 18% of potential customers, exceeding goals by over 3%.
- Earned quarterly awards four out of six quarters from colleagues for team support (twice), service, and customer service for well articulating the value of products and services.
- Achieved sales volume per guest of over \$5,000.

THE SOUTHWESTERN COMPANY, Nashville, GA

International direct sales organization specializing in educational materials, insurance, consulting, real estate, culinary blends, and investments, whose flagship is the Southwestern internship program. Education Division markets supplemental learning materials for students, door to door.

Student Manager, Scranton, PA 2005

- Recruited and managed team of 5 student sales representatives. Presented to, and coached, regional team of 35 sales representatives on selling techniques and overcoming hurdles.

Student Sales Representative, Sioux Falls, SD 2004

- Won Top First-Year Salesperson award (top 100 out of 2900 first-year students), and Gold Seal Gold Award for working more than 80 hours for each of 10 weeks and exceeding the target for number of product demonstrations.

PERSONAL

- Enjoy Crossfit and water sports, painting, and writing. Emerging interest in golf, and an avid volunteer.