



Teresa Borowy



Erie, PA



814.504.0916



gototeresa@gmail.com



<https://www.linkedin.com/in/teresaborowy/>

“
*Enjoy the satisfaction that comes from doing
little things well.* - H. Jackson Brown, Jr.
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Marketing Management Experience

Inside Sales/Marketing Representative | **Custom Plastic Specialties** | **Erie, PA** | **Oct. '18 - Present**

Responsible for developing & maintaining customer relationships through outreach to existing customer base. Primarily responsible for growing sales of company's promotional products with minor role in marketing function.

Freelance Marketing Consultant | **Self-employed** | **Erie, PA** | **Jan. '15 - Oct. '18**

Tech Start-up. Collaborated with CEO to conduct extensive market research of targeted banks nationally. Provided creative direction & developed written materials for two new businesses.

Community College. Conducted assessment of student service programs at three campuses regarding awareness & effectiveness among faculty & students. Facilitated student focus groups, faculty interviews & provided recommendations including social media strategy, staffing & institutional branding.

Marketing Manager, AVP | **Marquette Savings Bank** | **Erie, PA** | **2007 - 2014**

Directed marketing, PR & community relations programs for a community bank with \$810 million in assets. Managed a \$560,000 marketing budget & bank's marketing customer information management system. Led bank's website redesign project team including external vendors & internal departments. Directed focus group project from planning through execution of new initiatives requiring senior management & board executive buy-in.

Director of Marketing & Communications | **Stairways Behavioral Health** | **Erie, PA** | **1997 - 2007**

Launched community awareness campaign resulting in a 300 percent increase in inquiries, demonstrating need for new outpatient clinic model. Provided creative direction to more than 25 project initiatives. Member of management team responsible for staff education in preparation for Joint Commission accreditation.

Accomplishments

- Led branding campaign inspiring thousands to seek treatment & impacting awareness of local behavioral health services.
- Recognized in American Bankers Association publication for creating innovative eStatement campaign that attained annual sales goal in two months.

Education

Mercyhurst University | **Erie, PA** | **2005**

Bachelor of Arts in Business/Marketing
Magna Cum Laude distinction

Personal

Bargain shopping | Interior decorating
Homemade cooking & baking