

# 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

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## SUMMARY OF QUALIFICATIONS

Over five years of managerial, consulting and executive education 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.

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## EXPERIENCE

**LECTURER IN MANAGEMENT, Coastal Carolina University, Myrtle Beach, SC** 2013-Present

**BUSINESS CONSULTANT, Depoe Bay, OR and Myrtle Beach, SC** 2012-Present

- 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.

