

Gretchen F. Borzi

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PROFILE

Dynamic marketing leader with expertise in digital strategy, audience growth, and marketing operations across podcasts, media, and performing arts; now expanding into adjacent sectors. I translate complex ideas into measurable roadmaps, optimize owned channels (web, email, social), and build high-performing, cross-functional teams. Known for modernizing brands and improving efficiency, with a track record of revenue lift, stronger unit economics, and scalable processes.

SKILLS & STRENGTHS

Experience leading high-volume teams, providing stability, clear objectives, calm demeanor and empathy

Analytical & creative thinker - detail-oriented with a big-picture POV

Martech/Tools: SquareSpace, Asana, Sprout, GA4, Campaign Monitor (ESP), and Tessitura CRM (list management) Expertise in:

digital strategy

audience growth

lifecycle/CRM

marketing ops

budgeting

creative briefs

vendor management

cross-functional collaboration

WORK EXPERIENCE

07/2023 – 10/2025

Boston, MA

Vice President, Marketing PRX

- Repositioned PRX brand and owned channels to drive audience, fundraising, and lead gen for Dovetail and Production Unit; stabilized team post-layoffs and clarified operating model.
- Productized podcast marketing services; doubled client fees in last quarter across 40+ shows (18.5M downloads), managed \$180K+ paid media, and secured 94 cross-promos driving 4.7M impressions and 36K conversions.
- Oversaw PR/comms with major placements (Time, The Hollywood Reporter, The Guardian).
- Launched Production Unit site (productions.prx.org); quarter-over-quarter: sessions +102%, active users +137%, avg engagement time +219%, bounce rate -2.3%.
- Navigated a diminishing marketing budget effectively, aligning resources with overall organization and team objectives.
- Overcame loss of several staff, adjusting roles and responsibilities as necessary to maintain productivity.

01/2022 – 06/2023

Senior Director, Brand, Creative, Digital Marketing PRX

- Led Radiotopia brand refresh and site redesign (radiotopia.fm) to modernize identity, messaging, and UX; deepened audience connection and partner alignment.
- Owned strategy and optimization for web, email, blogs, and social; established channel-specific KPIs and workflows.
- Built up and managed a digital creative team of three, ensuring clear roles and efficient processes, which resulted in high-quality creative output and a more cohesive team dynamic.

12/2019 – 12/2021

Boston, MA

Director of Marketing and Audience Development Boston Symphony Orchestra

- Drove integrated campaigns for 300+ annual events across BSO, Boston Pops, and Tanglewood; aligned sub-brands and seasonal initiatives (July 4th Fireworks Spectacular, Tanglewood Music Center [summer academy for advanced musical training], and BSO Classics Recording, among others).
- Managed up to \$5M budget; daily KPI monitoring, testing, and dynamic pricing to meet sales targets.
- Launched weekly "Here's the Score" e-newsletter; Yr1 performance: 33% open rate, 7.12% CTR, 0.18% unsub.

WORK EXPERIENCE

- Led a 3-person team (Insights, Marketing Manager, Digital Engagement); partnered with pricing and sales to optimize yields.
- 01/2019 – 11/2021
- Director of Marketing Programs and Group Sales**
Boston Symphony Orchestra
- Added oversight of Group Sales (2 staff); refined pricing, schedules, and comms to improve school/tour revenue and efficiency.
- 04/2017 – 12/2018
- Director of Marketing Programs**
Boston Symphony Orchestra
- Expanded scope to in-house creative (3 designers) and Paid Advertising Manager; standardized briefs, calendars, and QA.
- 09/2010 – 03/2017
- Associate Director of Marketing**
Boston Symphony Orchestra
- Owned end-to-end direct mail program (4 major waves + supporting campaigns) driving 50%+ of ticket revenue.
 - Conducted segmentation and message testing by brand; managed niche memberships, special events, and co-promotions.
- 09/1993 – 08/2010
Beverly, Gloucester & Boston, MA
- Earlier Roles**
- BSO — Print Production Manager (January 2007–August 2010)
Target Direct Marketing — Account Executive (May 2005–December 2006)
North Shore Music Theatre — Marketing Consultant (February 2003–March 2004)
BSO — Marketing Coordinator for Print Production and Retail Promotion (July 2000–January 2002)
North Shore Music Theatre — Associate Director, Marketing & PR (December 1996–June 2000),
Assistant PR Director (March 1995–November 1996), PR and Marketing Associate (September 1993–February 1995), Intern (January–August 1993)

CERTIFICATE

- 04/2021
- AMA Professional Certified Marketer in Digital Marketing (PCM)**
Digital Marketing Institute / American Marketing Association
<https://www.credential.net/9882ac3d-64a5-4ac2-b16b-7d0860cdc386#acc.MZfh5su7>
This was a dual certification program from DMI and the AMA.
Credential 31906477

EDUCATION

- Lowell, MA
- Bachelor of Music, Music Business & Performance**
University of Massachusetts, Lowell

VOLUNTEERING

- 01/2025 – present
- Associate Member**
International Academy of Digital Arts and Sciences
Participated as a judge for the Anthem and Webby awards
- 01/2014 – 06/2018
- Board Member**
No Stomach for Cancer
- 01/2012 – 12/2019
- Committee Member**
BSO 403b Fiduciary Advisory Committee
Evaluated and monitored investment options