



Uniland Development names Pawlik senior marketing manager

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Uniland Development Company, one of the largest developers of office and industrial space in the Buffalo-Rochester Corridor, has named Jill Pawlik its senior marketing manager. Pawlik will serve as the firm's public and media relations contact as well as spokesperson. Reporting directly to Carl Montante, Jr., vice president of marketing and strategic initiatives, Pawlik will oversee the marketing team responsible for written and visual communications.

Pawlik's other responsibilities include business development, brand strategy, public relations, Internet marketing, advertising and hospitality marketing.

Pawlik was most recently owner of Pawlik Marketing, a consulting firm providing strategic marketing communications services to local businesses and non-profits. Prior, she was a marketing manager at HealthNow New York in Buffalo, parent company of BlueCross BlueShield of Western New York and BlueShield of Northeastern New York.

Pawlik earned an English/Communications degree from Springfield College in Springfield, Mass. She is a member of the Public Relations Society of America. She is active in Habitat for Humanity, Hospice of Buffalo, and Buffalo Pug and Small Breed Rescue.

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