



Mariel Meskunas
Business Development Officer

Mariel Meskunas is a Business Development Officer for Choose New Jersey, Inc., an independently funded and operated 501(c)(3) whose mission is to encourage and nurture economic growth throughout New Jersey with a focus on urban centers. Mariel is responsible for supporting the lead generation and business development efforts for the State's technology industry.

Ms. Meskunas began her tenure with the organization in as an intern in 2015 where she assisted in the reconstruction of the organization's website including content, research, and design. She was soon brought on full time as a Marketing Assistant and later promoted to Marketing Specialist in July 2016 where she handled marketing and communications support for the organization to leverage ongoing economic development efforts. In January 2019, Mariel transitioned to the business development team as a Business Development Officer focused in the tech sector. During her undergraduate career, Ms. Meskunas held public relations and marketing internships at prominent companies such as Lacoste, GroupMe and Olympia Media Group.

Ms. Meskunas graduated from Rutgers University with a B.A. in Communications, specializing in Strategic Public Relations and double minored in Business Administration and Digital Communications, Information & Media. She was also active member of her sorority, Sigma Delta Tau.