

Teddie Sleight, Director of Marketing and Communications

Teddie Sleight is an experienced communications and marketing professional, whose background in journalism, marketing and digital communications has for years helped organizations and communities meet their communications objectives, and connect effectively with their target audiences. After graduating with an English degree from Vassar College, Teddie worked as a newspaper reporter in New York, winning statewide awards for two investigative series, one of which explored deep challenges facing a troubled city school district. She subsequently worked as the public relations specialist for an elite college, and later as a news editor and freelance writer in Miami. After moving to Connecticut, she honed a deep appreciation for and understanding of rural-town life, serving in a variety of volunteer capacities, including 6 years as chair of a town library board, and as the writer/editor of a town-wide newsletter that helped connect residents with local schools, supporting the success of a nascent, pro-school-budget coalition. After 8 years as a publicist and writer/editor at the University of Connecticut's Jorgensen Center for the Performing Arts, Teddie brought her experience in writing, editing and marketing to EASTCONN, where she has worked since 2006. Since then, she has written, edited and overseen most of the agency's central marketing initiatives, as well as its year-over-year, award-winning publications. Teddie also oversees the agency's social media initiatives, as well as its Web Development Group, which not only designed and manages www.eastconn.org, but also counts among its staff assets an expert in Americans with Disabilities Act (ADA) website design. Joining Teddie in EASTCONN's Marketing and Communications Department is a dynamic, highly qualified marketing, graphic design, website and communications team, whose professionalism and expertise significantly enhance the work and reach of EASTCONN. Contact Teddie at tsleight@eastconn.org, or at 860-455-0707.