

MATTHEW BUTTERMAN

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www.matthewbutterman.com

www.handbuiltbicyclenews.com

Professional Summary

I enjoy the challenge of creating a message and implementing communications strategies for special events, businesses and non-profits. I have started six special events that have grown to be internationally renowned. I have provided media, marketing and PR services for international sporting events and trade shows.

Skills and Competencies

- Creative Design
- Writing and Editing
- Technical Writing
- Public Relations
- Media Relations
- Digital Marketing
- Digital PR
- Website Design
- Branding
- Special Event Creation
- Special Event Management
- Event Journalism/Reportage
- Public Speaking
- Voice-overs/narration
- Business Strategy
- Press Releases
- Sponsorship Proposals
- Sponsorship Strategy
- Grant Proposals
- Marketing Collateral
- Logo Creation

Work History

Owner

2016 – present

Verba Optima Services

Full service Public Relations and Marketing Communications Agency providing business and marketing collateral, logo design, business strategy, sponsorship proposal writing, prospecting and sales, press releases, event reportage and media management, and other essential services.

Current clients include:

- ShotBlock
- PublicSquare.net
- Bikeride.com
- Philly Bike Expo
- Tour da Yoop, Eh
- BikeADK
- Kermesse Sport
- The Oratorio Society of Virginia
- Tula's Endless Summer

Work History (continued)

News Editor and Partner
Handbuilt Bicycle Guide

2016 – present

Responsible for Editorial Schedule, assigning and editing stories, and writing original content for the website. Position is currently paused as we prepare the guide portion of the website for launch. News portion of the site may be viewed at www.handbuiltbicyclenews.com

Owner
SportVista, LLC

2010 – 2018

Over its nine year history, SportVista created and promoted the Peaks Power Challenge Ride Series, a series of mass-participation bicycle rides in the Mid-Atlantic. Our portfolio includes the Gran Fondo Alleghany Highlands, the Gran Fondo Virginia, the Natural Bridge Cycling Challenge, and the American Century of Bikes and Brews. We provided technical services for many big cycling events, including the Gran Fondo Colnago series, the Alpine Loop Gran Fondo, and the U.S. National Collegiate Cycling Championships.

Account Executive/Writer
O2 Sports Media

2007–2010

Serviced client accounts, wrote press releases and news stories, and provided Public and Media Relations for the Suzuki 24-hr. Mountain Bike Series, the Race Across America, the North American Handmade Bicycle Show (NAHBS) and the King Ridge Gran Fondo.

Executive Director and Founder
Tour of Virginia, Inc.

2003–2007

Created and promoted a yearly bicycle race throughout the state of Virginia that involved support from municipalities, the state, corporate sponsors, participants from North and South America, Europe, Asia and Australia, and which attracted web, print and television coverage at the local, national and international levels. Oversaw all aspects of event creation and promotion. Increased credibility and public awareness by developing technical/non-technical marketing collateral and presentations, public relations campaigns, articles and newsletters.

Education

University of Virginia
Charlottesville, Virginia

1996

Major: History Coursework in marketing and business