

# Erinn Butulis

Erinn.Butulis@gmail.com  
www.linkedin.com/in/ebutulis  
415.990.5193  
PORTFOLIO: erinnbutulis.com



Project  
Management



---

**PASSION STATEMENT:** *Connecting people with happy and healthy lifestyles, through technology, experiences and food.*

## **RELEVANT SKILL SETS**

### **Content Development**

- Managed print, copywriting, editing, web, infographics, email marketing, editorial calendars and content strategy
- Transitioned, re-branded and maintained two different Wordpress sites over 4 years
- Developed video content strategy resulting in 154 hours of production and 22 videos in 6.5 months, gaining a partnership with Garden TV
- Published 16 pieces of content in the health and wellness industry

### **Social Media Management & Metrics**

- Maintained the organization's branding and messaging through multiple social media channels: Website, Facebook, Twitter, Instagram, LinkedIn, YouTube, Vine, Google +
- Created metrics and tracking process to cross analyze with CTA's and marketing department initiatives
- Transitioned social media metrics and Google Analytics data into data visualization presentations

### **Marketing Communications**

- Managed a team of three in marketing, PR, social media, and guest blogger program
- Oversaw 7 project plans and three team members quarterly
- Grew media and blogger relations lists to 1200 targeted personnel by hand in 18 months, resulting in 200 blog posts and over 100 recipe posts

### **Project Management**

- Created a one year project plan and staff training to transition entire company to new data entry and purchasing system
- Supported operations manager with marketing strategy for grant approvals
- Planned and executed events with teams of 3-15 staff for 25-500 people

## **PROFESSIONAL EXPERIENCE**

**Head of Storytelling (Mrkt. & PR)**, Healthy Planet US, San Francisco, CA 2014 - pres.  
**Social Media Marketing**, Healthy Planet US, San Francisco, CA 2013 - 2014  
**Project Coordinator**, Four Seasons, San Francisco, CA 2013 - 2014  
**Social Media Manager**, Four Seasons, San Francisco, CA 2013  
**Freelance Writer**, Teton Valley News- Health & Wellness, Teton Valley, ID 2011 - pres.

# Erinn Butulis

Erinn.Butulis@gmail.com  
www.linkedin.com/in/ebutulis  
415.990.5193  
PORTFOLIO: erinnbutulis.com



Project  
Management



---

## **CERTIFICATIONS**

### **Certified Project Management Specialist**

Business Training Institute (est. completion)

August 2015

### **Certified Public Relations Specialist**

Business Training Institute (est. completion)

June 2015

### **Content Strategy for Audience Engagement**

Coursera

Feb 2014

### **Understanding Media by Understanding Google**

Coursera

Oct 2013

### **Certified Metabolic Trainer**

New Leaf

Apr 2008

### **Certified Personal Trainer**

Ace

Feb 2008

### **Group Fitness Instructor**

Certified- Radford University

Oct 2006

## **VOLUNTEER EXPERIENCE**

### **Mentor**

Rebuilder

May 2015

### **Classroom Instructor**

18 Reasons & Cooking Matters

April 2015

### **Student Mentor (Marketing & PR)**

Meritus College Fund

Feb 2015

---

## **EDUCATION**

### **Business Training Institute**

Business Management and Marketing Masters Certificate (online)

Fall 2016

*Anticipated Completion 2016*

### **Radford University Bachelor of Science**

Experiential Education- Recreation Parks, and Tourism\*

2006

\*NRPA Accredited Curriculum