

MATTHEW BUTTERMAN

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www.handbuiltbicycleguide.com www.sport-vista.com

Professional Summary

I enjoy the challenge of creating a message and implementing communications strategies for special events, new businesses and writers. 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

- Creative design
- Technical writing
- Event management
- Press release writing
- Social networking design/management
- Online marketing strategies
- Web-based reporting tools
- Customer targeting
- Negotiation skills
- Competitive analysis
- Strategic event planning
- Strategic partnerships

Work History

President 01/2010 to Current

SportVista, LLC

SportVista has 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 have 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 01/2008 to 12/2013

O2 Sports Media – San Francisco, CA

Arranged accounts, provided Public and Media Relations for the Suzuki 24-hr. Mountain Bike Series and the North American Handmade Bicycle Show (NAHBS).

News Editor/Owner 01/2016 to Current

Handbuilt Bicycle Guide – San Francisco, CA

News Editor and part owner of Handbuilt Bicycle Guide (www.handbuiltbicycleguide.com). Responsible for Editorial Schedule, assigning and editing stories, and writing original content for the website.

Executive Director 01/2003 to 12/2008

Tour of Virginia, Inc. – Charlottesville, VA

We 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

Bachelor of Arts: History

1996

University of Virginia - Charlottesville, VA