



NATALIE BUTKO

STRATEGIC COMMUNICATOR

SUMMARY

Public relations student with experience in marketing, social media, visual communication and event planning. A dedicated worker who is attentive to detail and eager to learn.

EDUCATION

Ohio University
BSJ Strategic Communication
Marketing Minor
Class of Spring 2019
GPA: 3.86

CONTACT

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EXPERIENCE

Public Relations Intern | Princess Cruises | Santa Clarita, CA | June 2018-August 2018

- Assisted the public relations department in better targeting media by utilizing Cision, Agility and PR Newswire
- Pitched journalists, coordinated excursion options and arranged pre-trip materials for upcoming Alaska press trip
- Wrote and distributed press releases
- Helped plan the launch event for new beverage menus in collaboration with master mixologist Rob Floyd

Marketing Intern | VisitPITTSBURGH | Pittsburgh, PA | May 2017-August 2017

- Wrote blogs, press releases and articles
- Filmed and edited videos using Final Cut Pro for "I Am Pittsburgh" series
- Created 15 travel itineraries based on research for visiting international tour agents
- Worked with CrowdRiff to create galleries and conversation groups
- Participated in a campaign committee that finished with a pitch to the CEO and EVP of VisitPITTSBURGH

National Bateman Case Study Competition | Athens, OH | November 2016-April 2017

- Worked with a team of four other students to research, plan, implement and evaluate a comprehensive public relations campaign for the client, The Campaign to Change Direction
- Designed all visuals for campaign using Canva and InDesign
- Assisted with student outreach through social media and events

Public Relations Intern | Kennywood Amusement Park | Pittsburgh, PA | May 2016-August 2016

- Drafted social media content for a combined Instagram, Snapchat, Twitter and a Facebook audience of 300,000
- Wrote blogs and press releases
- Helped plan events happening in the park including the grand opening for a new attraction
- Captured and edited photos
- Responded to guest comments and complaints via email, mail and social media

STUDENT ORGANIZATIONS

Vice President of Digital Marketing | Student Alumni Board | April 2017-Present

- Oversee all digital efforts including Facebook, Twitter, Instagram, YouTube, Orgsync and a website run through Squarespace
- Lead effort to solidify branding of organization
- Set framework for the position as the first person to be elected to it

Vice President of Visual Communication | Scripps PRSSA | April 2017-April 2018

- Designed all visuals for chapter including brochures, social media graphics, posters, certificates and invitations through Canva, InDesign and Photoshop
- Produced three issues of *PR Success*, a digital magazine that is sent to current members and alumni as well as shared across all digital platforms