

John Otterbein

Environmentalism, Blogger, Economist

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PROFILE : *Marketing Specialist.* I have a passion for energy efficiency and a relentless desire to act when and where it matters most. My goal: Design and implement innovative marketing campaigns to penetrate deep into designated markets to effectively enhance EnerNOC's scope of business and profitability margins.

PROFESSIONAL WORK EXPERIENCE

Blogger/Community Manager **Degrees2Dreams**, Boston, MA Sept. '12-present
Expanded start-up's online community by marketing brand through multiple social media communities incl.: Facebook, Twitter, WordPress, Delicious, Wiki's, Blogs, etc. Maintained company blog, created original content, helped build online traffic.

Environmental Journalist **EcoRI News**, Providence, RI Jan. '12- June '12
Authored/edited [six articles](#) on renewable energies, sustainability, climate change, waste management. Analyzed state environmental policies. Examined media outlets to identify emerging environmental hot-topics in the local community.

Online Community Manager **The Bead House**, Bristol, RI Jan. '08- Mar. '12
Designed/launched e-commerce website; successfully increased sales/net revenue. Expanded mailing list from 0 to 2,755 members; broadened customer base. Managed social media platforms; developed goal-oriented marketing plans.

ADDITIONAL PROFESSIONAL EXPERIENCE

Property Supervisor/Head Lifeguard **Warren's Point Beach Club**, Little Compton, RI Mar. '11- Sept. '12
Assessed/implemented seasonal upgrades to pristine waterfront property incl. beachfront and dune restoration projects. Directed lifeguard team.

Fitness Center Manager **Univ. of Rhode Island Fitness Center**, Kingston, RI Jan. '09- May '12
Combined motivational skills with passion for fitness by developing individualized workout routines, coordinating with other advisors to help students reach goals.

EDUCATION **The University of Rhode Island**, Kingston, RI May 2012
B.S. Environ. Economics & Management, Writing minor. Dean's List. GPA: 3.43
Profiled as ["URI Notable Graduating Senior"](#); Academic All-American (CSCAOA)

SKILLS Social Media Guru, Economic Modeling, Environmental Policy, Environment Advocating, Cost-Benefit Analyses, Data Analyses, Microsoft Office Proficiency

INTERESTS Running, Biker, and Kayaker (2nd Place; The '12 Guard Games). Swimmer- four state championships, high school team captain. Science Fiction/fantasy novels- The Dune series. Writer and blogger. Play acoustic guitar and vocal looper.



REFERENCES

- Emi Uchida, Academic Advisor, University of Rhode Island, Emi@uri.edu, (401) 874-4586 (Scan QR Code to Left).
- John Wilpers, CEO, Degrees2Dreams, johnwilpers@gmail.com, (617)-688-0137 "John"
- Brendan Fenessey, Manager, Warren's Point Beach Club, brendan1218@yahoo.com, (401)-678-0206