

CAITLIN GULYAS

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Marketing and brand professional with experience across partnerships, talent, and PR, focused on building scalable, community-driven campaigns and driving measurable growth.

EDUCATION

University of Texas at Austin

May 2019

BS, Public Relations – *Moody College of Communication*

RELEVANT EXPERIENCE

F45 Training/FIT House of Brands, Austin, TX

January 2024 – Present

PR & Marketing Coordinator

- Lead and manage a team of 13 brand ambassadors, driving alignment, content creation, and community engagement across a global network with 532K+ social following
- Coordinate 2,000+ ambassador-led studio visits, events, and global activations to strengthen brand presence and deepen member engagement
- Support the evolution of the ambassador program into a more strategic, impact-driven model focused on key events, partnerships, and education initiatives
- Lead marketing for 15 FS8 Pilates studio openings, executing integrated PR, influencer, and event strategies that generated 4,500+ member leads
- Partner with global PR agencies to execute press releases, media outreach, and partnership announcements, contributing to 100M+ media impressions through earned media coverage
- Coordinate and execute global event activations and partnership initiatives, working with brands including Reebok, HYROX, Red Bull, Hyperice, and Active Escapes

Virgin Music Group (VMG), Los Angeles, CA

January 2023 – January 2024

Commercial Marketing Coordinator

- Coordinated campaign execution for 40+ music releases per week, aligning internal teams, artists, and managers
- Liaised directly with managers and artists during specific promo events to ensure execution runs smoothly
- Analyzed and maintained regular daily/weekly reports including chart placements, sales performance, and shipment analysis
- Executed all aspects and planning for Music Business Conference 2023, including presentation preparation, furnishing and designing the VMG Suite, accompanying artists to partner content captures, and planning the VMG Music Business Social

United Talent Agency (UTA), Los Angeles, CA

September 2021 – January 2023

Music Touring Assistant (Domestic and International Touring)

- Managed tour and festival marketing, announce schedules, and artist billing approval
- Assisted with facilitating holds, offers, confirmations, contracts, and deposits for venues ranging from clubs to arenas internationally and domestically
- Compiled information for festival grids, submission grids, pitches, and one sheets to circulate throughout the music department
- Partnered with the finance and legal departments to handle all artist immigration and payment needs in a timely manner

Cognizant, Austin, TX

November 2020 – September 2021

Music Generalist for Youtube Music (Official Artist Channels) (OAC)

- Enabled 200+ Official Artist Channels weekly with 99%+ accuracy, streamlining artist digital presence

South By Southwest (SXSW), Austin, TX

August 2019 – March 2020

Music Partner Programming Coordinator

- Scheduled, coordinated, and co-led meetings and calls with various, talent agencies, management companies, record labels, and SXSW clients
- Reviewed, maintained, and tracked client assets with different internal stakeholders: contracts, performance agreements, certificates of insurance, promotional materials, artist hospitality, announce dates, door policies and listings
- Programmed official SXSW Music Festival Showcases for a variety of genres and subgenres including Pop, Indie, Hip Hop, Alternative, R&B, Rock, Electronic, Country, and Blues
- Clients: Netflix, Stubhub, Vans, Dr. Martens, Facebook, Twitter, Yeti, Disney, TikTok, NBC, etc.
- Artists: Orville Peck, Pink Sweat\$, Milky Chance, Bob Moses, X Ambassadors, Jack Harlow, Diplo, etc.

SKILLS

Software: Adobe, Filemaker, UTour, Dropbox, Luminare, MRCCconnect, Meltwater, Brand24, Tableau, Keynote, Numbers, Pages; Google: Drive, Doc, Sheets, Slides; Microsoft Office: Word, Excel, Outlook, PowerPoint

Social Media: Twitter, Facebook, Instagram, Snapchat, YouTube, WordPress, Wix, Tumblr, Slack, TikTok, Spotify, Youtube Music

Research: SWOT analysis, Mintel Reports, Social Mention, PRIZM

Interests: Reading, Singing, Running, Pilates, Skiing, Music, Movies & TV