

# DAVIN HUTCHINS

Communications + Campaign Strategist | Team Leader | Community Builder | Digital Media Expert |  
Climate, Nature, Renewables and Solutions



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## BIO

More than 20 years of experience delivering high-impact, innovative projects, and campaigns for climate nonprofits, broadcasters, government agencies, and agile startups. Proven track record in strategy development and execution, building partnerships and leading and mentoring staff.

Expertise includes the climate crisis, environmental policy, renewable energy, solar, electric mobility, food systems, forests, national politics, and international affairs. Deep experience in senior management, public speaking, nonprofit communications, social media engagement, and digital platforms. Open to opportunities as a communications director, public affairs officer, or digital campaign strategist.

## REFERENCES

- 20+ endorsements on LinkedIn profile
- Additional references upon request

## WORK EXPERIENCE

Apr. 2015 - Present      Senior Campaigner (Communications + Engagement)  
Greenpeace

- Developed high-level campaign strategies, communications plans, digital products, and engagement tactics for international NGO and regional offices
- Applied persuasion, leadership, mentorship, and collaboration to lead teams and campaigns in a global network
- Coordinated digital communications, online platforms, engagement pathways, social media strategy, audience segmentation, volunteer training, and data analysis
- Developed and applied expertise on electric vehicles, home solar, forest/oceans protection, extreme weather events and food systems
- Wrote and expedited press advisories, blogs, and social media posts on tight deadlines drawing upon years of digital journalism
- Trained colleagues on digital productivity tools including generative AI, Google Suite, Slack, Zoom
- Served as Digital Ambassador and generative AI advisor on our organization wide Digital Transformation initiative
- Co-led implementation of employee-led Change Management initiative for Executive Director; developed principles and processes for distributed leadership, matrixed teams, fluid roles, upskilling and team well-being
- Pioneered large six-figure projects with outside agencies/vendors for digital marketing, campaign websites, micro-influencers, film production, and global audience surveys
- Led campaign workshops in Paris, Athens, Budapest, Amsterdam, Prague, Tokyo, Jakarta, Johannesburg, Istanbul, Rome, Brussels, Copenhagen, Hamburg, Madrid, Zurich

Feb. 2011 - Apr. 2015      Digital Director / Managing Editor

U.S. Agency for Global Media (formerly BBG)

Transferred to Digital Director, Middle East Broadcasting (MBN) - Arabic sister network of Voice of America

- Launched and overhauled new digital division including staff restructuring and international strategic hiring across the Arab world
- Trained and mentored more than 20 journalists on engagement content, multimedia storytelling, implemented policies to control misinformation and online terror messaging
- Directed team digital coverage of the 2012 presidential election
- Overhauled the long-term digital strategy for MBN senior management, the Executive Board, State Department, and Congress
- Innovated as project lead on Music Lifestyle App for iPhone and Android using agile / scrum methodologies
- Conceived Raise Your Voice "combatting non-violent extremism" community engagement initiative, website development (WordPress), and international staff recruitment

Managing Editor, Middle East, Voice of America

- Conceived and designed responsive, social journalism website ([middleeastvoices.com](http://middleeastvoices.com)) devoted to the Arab Spring (Wordpress), incubated in internal innovation lab using agile methodologies/scrums
- Recipient of a 2012 Online Journalism Award (ONA)
- Supervised a dozen reporters and stringers to produce web articles, essays, data journalism, and participatory journalism

## SKILLS

- Management experience
- Writing and Editing
- Generative Artificial Intelligence (AI)
- ChatGPT
- Strategic Direction
- Campaign strategy
- Digital engagement
- Social media strategy
- Social Networking
- Event Planning
- Community building
- Leadership
- Remote working
- Lean / agile / scrum
- Crisis Management
- Rapid Response
- Project Management
- Budget Management
- Analytics and KPIs
- Research and Analysis
- Fundraising
- Video Production
- Journalism / Reporting
- Communications
- Press Outreach
- National and international travel
- Public speaking and presentations
- Team management
- Hiring and recruitment
- Climate change and environment
- Outdoor adventure enthusiast

## VOLUNTEERING

- Canvass captain, community team lead (door-to-door, texting, phone banking) for two 2020 U.S. presidential campaigns (Warren, Biden/Harris)
- Climate Reality Project (Al Gore non-profit) trained leader and public speaker
- Environmental coalition organizing in Virginia
- Former Tesla Solar Energy Ambassador and Electric Vehicle Association member

## LANGUAGES

- English (fluent)
- Arabic (advanced)

### July 2002 -

Jan. 2011

#### Digital Media Strategist

NomadsLand

- Located in Washington, D.C.; Dubai, UAE; Cairo, Egypt
- Provided multiple clients with expertise on Wordpress, Wordpress Plugin Library, Final Cut Pro X, AfterEffects, Photoshop, MailChimp, Facebook Ads, Facebook Page Management, Facebook Insights, Google Adwords, Google Analytics, CSS, HTML5, DSLR Videography, iPhone video apps
- Produced, directed and edited *The Art of Flight*, a documentary about Sudanese refugees in Egypt, American foreign policy in the Middle East
- Official Selection - International Documentary Festival Amsterdam (IDFA), AFI Fest Hollywood, Bangkok International Film Festival

Oct. 2009 -

Jan. 2011

#### Director, ITVS Indies Lab

PBS - Public Broadcasting Service

- Designed master promotional and windowing strategy to help ITVS and Independent Lens producers navigate the digital marketplace
- Maximized digital brand, promotion, and revenue opportunities for Independent Lens and independently produced documentaries; worked directly with iTunes, Amazon, Hulu, Netflix, SnagFilms, PBS Video

Jan. 2008 -

Mar. 2009

#### Managing Producer

Huffington Post / American News Project

- Managed 6 video reporters and produced investigative video reports on the Iraq War, clean coal and coal ash, immigration and the 2008 presidential campaign, reports tallied millions of views
- Reports aired on Huffington Post, Talking Points Memo, Democracy Now, CNN, Al Jazeera English

Mar. 2000 -

Apr. 2002

#### Television Producer

Tech TV

- Produced field pieces for TechTV, a basic cable network (50 million households) on digital startups, dot-com collapse, tech industry layoffs, venture capital, clean tech, online business models, Sept. 11, entertainment technology
- Wrote 8 daily hours of news; coordinated with Washington, New York and Seattle bureaus

Oct. 1994 -

Dec. 1999

#### Television Producer

CNN

- Produced daily news shows with staff in Berlin, London, Hong Kong and Atlanta for new regionalized morning and primetime newscasts and interviews for CNN International
- Reported and field produced feature stories from Kuwait, Iceland, New York, Los Angeles, San Francisco, Atlanta, North Carolina, Florida, Montana, Utah and Colorado

## EDUCATION

1990 - 1994

Masters Degree, Middle East Studies

American University in Cairo

2002 - 2004

Bachelors Degree, Journalism and World History

California State University Fresno