



DAVIN HUTCHINS

campaign strategist, climate action, digital media, senior leadership, public speaking

-  davin.hutchins@gmail.com
-  +1-202-213-5828
-  9341 Tartan View Drive, Fairfax, Virginia, United States, 22032
-  <http://www.davinhutchins.com>

OBJECTIVE

I am a campaign strategist working to inspire teams to mobilize and confront challenges threatening life on this planet. My specialties are climate change, renewable energy, state politics, senior management, public speaking, nonprofit communications, international affairs, social media engagement, visual media and digital projects. I'm a change agent who has helped legacy organizations embrace the digital, agile future.

Currently, I am a Senior Global Campaign Strategist for Greenpeace, working on climate change, renewable energy and food campaigns with an emphasis on campaign design, supporter engagement and digital platforms. I'm also part of the Climate Reality Leadership Corps, trained by Al Gore for climate activism in 2017 and a SolarCity / Tesla Energy ambassador.

I regularly volunteer with progressive nonprofits in the Washington, DC area including Our Revolution, Sierra Club, 350.org, Sunrise Movement and many others. In my career, I've worked for and with CNN, PBS, ITVS, TechTV, Voice of America, Internews and Huffington Post. My projects have taken me across Europe, Asia, the Middle East and Africa.

EMPLOYMENT

Community Political / Climate Activist (Volunteer) at Climate Reality Project, Sierra Club, 350.org, Sunrise Movement

January 2017 – Present

Fairfax, Virginia, United States

- Lobbied state legislators to propose and back renewable bills such as mandatory RPS, renewable tax credits and community solar in 2018 and 2019 legislative sessions
- Organized Virginians for People's Climate March 2017, Mother's Day Climate Rally 2018, Youth vs. Gov 2018, Sunrise Movement's Green New Deal on Capitol Hill 2018, and many other actions
- Joined steering committee for Justice Democrats-inspired Northern Virginia political action group to advocate for voting rights reform, a state Green New Deal, economic justice and campaign finance reform for 2019 election cycle
- Gave speeches and mobilized local communities on opposing natural gas pipelines, promoting personal and local renewable energy, solarization of schools in Northern Virginia, converted eight homes to solar energy
- Provided live music entertainment for numerous nonprofit "resistance" events and rallies

Global Campaign Strategist at Greenpeace

www.greenpeace.org

- Part of team of senior international campaigners for Greenpeace International

April 2015 – Present

- Work with offices on campaign strategy, digital communications and mobilization to promote renewable energy, sustainable food and mitigation of climate change; includes in country visits (Paris, Budapest, Amsterdam, Prague, Tokyo, Johannesburg, Istanbul, Rome, Brussels, Copenhagen, Hamburg, Madrid, Zurich)
- Co-lead on renewable energy solutions storytelling projects with Greenpeace offices
- Work with IPCC and COP24 communications and engagement teams, serve as rapid response lead, field questions from international journalists
- Digital project lead on global campaign website for cluster of 15+ offices promoting sustainable lifestyles in conjunction with Food, Climate & Energy and Forests campaigns
- Digital project lead for open campaign platform to convert world cities to sustainable urban policies in Denmark, Switzerland, France, Philippines, Belgium
- Utilize Basecamp (project management), Talkwalker (media monitoring), Google Suite (Docs, Sheets, Analytics, Data Studio, Optimize), Engaging Networks (CRM)
- Liaise with potential partners, foundations and think-tanks including C40, Chatham House, Oak Foundation, Gracelinks Foundation, Stanley Foundation, Reducetarian Foundation

Digital Director at Middle East Broadcasting Networks (BBG under Obama Administration)

July 2012 – April 2015

- Transferred to Arabic sister network of Voice of America as Digital Director
- Launched MBN Digital division including restructuring and international talent acquisition; trained journalists on writing engagement content, headlines, social media promotion
- By creating engagement content, data journalism increased website and app traffic by 400% and Facebook followers 1000%
- Helped define long-term digital strategy for MBN senior management, the Executive Board and Congress
- Team lead on responsive overhaul of main websites; team lead on Music Lifestyle App for iPhone and Android; team lead on Raise Your Voice "combatting non-violent extremism" community engagement initiative, website development (Wordpress) and international staff recruitment

Managing Editor, Middle East at Voice of America (BBG under Obama Administration)

January 2011 – July 2012

- Conceived and designed responsive, social journalism website (middleeastvoices.com) devoted to the Arab Spring (Wordpress)
- Site won its category in the 2012 Online Journalism Awards (ONA) - Topical Reporting, Large
- Covered Egypt presidential runoff in Cairo using iPhone, Twitter, Instagram, DSLR Camera for #egyptdecides campaign, reached hundreds of thousands
- Designed and implemented social media strategy leveraging iPhones, Twitter, WordPress, Tumblr, Ushahidi and Facebook to expand news coverage, crowdsource news
- Supervised a dozen reporters, stringer correspondents to produce web articles, essays, data journalism, participatory journalism
- Transferred to VOA sister network, MBN, in 2012

Director, ITVS / PBS IndiesLab at Public Broadcasting Service (PBS)

October 2009 – January 2011

- Designed master promotional and windowing strategy to help ITVS and Independent Lens producers navigate the traditional public media model to 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

Managing Producer at American News Project (ANP) - Partnership with The Huffington Post

January 2008 – March 2009

- Managed video reporters and produced investigative video reports on the Iraq War, clean coal and coal ash, immigration and the 2008 presidential campaign including numerous interviews, hearings on Capitol Hill
- Hutchins' reports aired on Huffington Post, Talking Points Memo, Democracy Now, CNN, Al Jazeera English
- Spearheaded development team on core website (integrating Drupal, Brightcove, YouTube, Democracy In Action CRM software)
- Produced reports from conception to original HD videography on Final Cut Pro
- Covered 2008 Presidential election
- Video reports tallied more than 2 million views
- Project funded by Schumann Center For Media and Democracy (Bill Moyers)

New Media Consultant / Broadcast Journalism Trainer at Internews (For USAID)

August 2007 – January 2008

- Trained Palestinian broadcast journalists in photography, non-linear editing skills, writing skills, programming development, workflow and video publishing on the Internet
- Completed four intensive tours training stations in Ramallah, Nablus, Jericho, Hebron and Bethlehem to coordinate for common programming initiatives; three in 2007-8 & one in 2009

Director, The Art Of Flight Documentary at NomadsLand LLC

June 2003 – February 2006

- Produced, directed and edited the The Art of Flight, a documentary about Sudanese refugees in Egypt and American foreign policy in the Middle East
- Official selection - International Documentary Festival Amsterdam (IDFA), AFI Fest Hollywood, Bangkok International Film Festival
- Initially distributed by Seventh Art Releasing
- Available on iTunes, Amazon; 8 out of 10 IMDB rating

Media Strategist at NomadsLand LLC

July 2002 – May 2015

CAIRO, EGYPT; DUBAI, UAE; WASHINGTON D.C.
Proficient in Wordpress, Wordpress Plugin Library, Final Cut Pro X,

AfterEffects, Photoshop, MailChimp, Facebook Ads, Facebook Page Management, Facebook Insights, Google Adwords, Google Analytics, CSS, HTML5, Javascript, PHP, MYSQL, DSLR Videography, iPhone video apps, Logic Pro

2007 - 2011 - Clients: The Aspen Institute (Wordpress), DAI (training), U.S. State Dept. (training), Knight Commission (Wordpress), Indego Africa (video), The Conservation Fund (video), Dragonfly Expeditions (video), Investigative Reporting Workshop (advising), American University (teaching)

2003 - 2006 - Directed the The Art of Flight, a documentary about Sudanese refugees in Egypt

2005 - 2006 - Produced commercial advertising video projects: Dubai Holding, Dubai Industrial City, Dubai International Film Festival with budgets in excess of \$100,000 Clients: Leo Burnett, Impact/BBDO, & McKinsey

2002 - 2007 - Produced news features for IRIN News, BBC World, WGBH Radio's The World, Travel Today Egypt, Business Today Egypt, Egypt Today

Segment Producer / Field Producer / Writer at Tech TV

March 2000 – April 2002

-- Produced news pieces for TechTV, a basic cable network (50 million households) devoted to technology news (owned by Microsoft co-founder Paul Allen at the time)
-- Part of Tech Live launch – 8 daily hours of news; coordinated with Washington, New York and Seattle bureaus
-- Produced reports on dot-com collapse, tech industry layoffs, venture capital, clean tech, online business models, Sept. 11, entertainment technology

Segment Producer / Field Producer / Writer / Associate Producer at CNN

October 1994 – December 1999

1996-1999

CNN INTERNATIONAL / HEADLINE NEWS, WRITER / PACKAGE PRODUCER

- Wrote stories/packaged reports for half-hour newscasts at Headline News - 1999
-Coordinated with producers in Berlin, London, Hong Kong and Atlanta for new regionalized morning and primetime newscasts and interviews for CNN International – 1997 - 1999

1997-1998

CNN NEWSROOM, FIELD PRODUCER / REPORTER

-Reported and field produced feature stories from Kuwait, Iceland, New York, Los Angeles, San Francisco, Atlanta, North Carolina, Florida, Montana, Utah and Colorado for CNN Newsroom - 1997 - 1998
-Wrote and edited packages on: international travelogues, digital technology, independent filmmaking, human rights

1994-1996

CNN USA, ASSOCIATE PRODUCER

- Supported executive producer, line producer for newscasts; began career as script ripper and satellite feeds coordinator
- Produced a freelance Hi-8 video news series from Kuwait

EDUCATION



The American University in Cairo

[Middle East Studies](#)

January 2002 – January 2004

California State University-Fresno

[Journalism - History \(Double Major\)](#)

January 1990 – January 1994



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Robert Bole

General Manager at
CityLab / The Atlantic
(formerly of Innovation
Office at BBG)

MANAGING EDITOR, MIDDLE EAST

In an organization of over 3,000 reporters Davin distinguishes himself on three accounts: 1) his knowledge and authority as a journalist covering issues in the Middle East, 2) his skills and experience in leading newsroom teams in both their reporting duties, as well as leading change from within and 3) his skills and knowledge of digital media.

I and my team worked with him and his team intimately for a number of weeks in re-launching the Middle East Voices site. The work was rewarding and the outcomes highly beneficial, but what was truly inspiring was getting to know Davin. I would work with him on any project anywhere and hopefully he will continue to grow in his career as a leader in digital journalism.

Put simply, he is a rock star.

Alison Symons

Environment, Climate, &
Civic Engagement
Advocate

COMMUNITY POLITICAL / CLIMATE ACTIVIST (VOLUNTEER)

October 2018

I met Davin last year in his capacity as a Climate Reality Project leader. Together with several other local climate activists we formed a loose coalition to lobby our local governments and advocate for a clean energy future. We engaged with state legislators to advocate for legislations that would promote more renewable energy in the state of Virginia. I found Davin to possess an exceptional ability to plan & strategize actions that lead to tangible results. These are rare and valuable set of skills that are sorely needed in the world of civic grassroots organizing for climate action. He is a natural organizer.

Dawn Bickett

Formerly Greenpeace
Global Engagement Lead

GLOBAL CAMPAIGN STRATEGIST

October 2018

I worked alongside Davin as he led the website development for a new global campaign. The scope of the project involved innovating campaign thinking, a global group of stakeholders with different needs, a custom digital product, and a tight budget. Still, because of Davin's leadership and deep expertise, we never fell behind or missed key details.

Not only did Davin ensure the project was successful, he tackled every challenge that arose with an positive attitude and a focus on finding solutions. I am grateful for his skill, his perspective, and his dedication to results.

Rafael Cruz

Former Greenpeace
Campaigner, Brazil

GLOBAL CAMPAIGN STRATEGIST

March 2018

Davin is a passionate, smart and committed campaigner. During the time we worked together, I learned a lot from his strategic vision, his determination and capacity to execute and make things happen. In Greenpeace, we had struggled for so many years to move that particular project (we worked together on) forward, and Davin was decisive to get us to simply do it.

Davin is also up to date to new languages and technology for campaigning. In this sense, he is that kind of person who always bring the innovative bit to the conversation, something that made us improve our way of working, saving time when working as a team, and better selling our ideas within and outside of the organization.

Last, from a personal point of view, it's been a pleasure to know him and work with him.



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Brikesh Singh

Former Greenpeace
Mobilisation Strategist,
Turkey

GLOBAL CAMPAIGN STRATEGIST

March 2018

I had the pleasure of working with Davin in 2016 while I was the deputy program director for Greenpeace Mediterranean and Davin was the Global communications lead supporting our office on the first ever project targeting rampant use of antibiotics in the poultry industry.

His insights on communications & campaign strategy were extremely helpful during planning but all through the implementation phase as well.

Davin is well organised easy to work with and has the ability to adapt in external situations when a curve ball is thrown at you. He has a unique ability to not lose sight of the larger objective while navigating potholes and speed breakers in a project.

If I had the privilege to pick my own team for a dream project I would definitely love to have Davin in my team.

Will Sullivan

Product Lead @ 18F
(formerly of Innovation
Office at BBG)

DIGITAL DIRECTOR

May 2015

I had the pleasure of working with Hutch at the BBG on many projects -- some of our most innovative and unique award-winning ones in the mobile space -- and found him to be a powerful combination of a strategic thinker and a visionary, but one who will dig in and drive high performance and execution across his teams and organization.

He talks the talk and walks the walk.

The entire organization gets better, faster, stronger from Hutch's leadership and focus, and while he might look and act like some sort of CIA operative when he gets focused on a mission, he's actually a very warm and genuine person who cares about his team and bringing the best out of them to create excellent results.

DIGITAL DIRECTOR

January 2015

Hutch is a visionary media strategist, an innovative digital journalist and a true leader. Hutch's ability to turn media operations around and enforce cultural changes in the news room is exceptional. I witnessed that first hand.

Working with Hutch, I learnt so much. First, he is always on top of digital media trends. He has a solid cross-platform journalism background. Still, he encourages an experimental spirit in the news room. He is a big believer in the power of visual communication and social media. Under his leadership, we became one of the best Arabic-speaking news rooms in responding to and reporting on social media trends as another form of user-generated content. He also built teams and initiated projects for production of web videos, viral content and data visualization.

Second, Hutch is a multicultural editor who has a deep understanding of the Middle East, its cultures, politics, societies and language. That doesn't blind him though from seeing the changing nature of the region. He isn't the Western Arabist whom you would expect. He is one of only a handful of American journalists who can see the region as its people see it- a rapidly changing region that is full of both challenges and opportunities.

Third, Hutch's management style is firm but fair, transparent and participatory. His decisions are built on objective data and analysis. That is not an easy job in a multi-national news room, but that is a reality he created and maintained.

I know Hutch has the finest of skills and the solid experience that allow him to lead all types and sizes of media teams and organizations.

Abdallah Abdallah

Managing Editor, Middle
East Broadcasting
Networks (BBG)



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**Jena (Thompson)
Meredith**

VP, Business Partnerships,
Conservation Fund

MEDIA STRATEGIST

May 2010

Davin has a gift for seeing not only the compelling pieces of the story, but also seeing how those pieces can come together in an broader fundraising and marketing campaign. NomadsLand's work was visually stunning, and provided Go Zero with a compelling and creative way to increase donations, traffic to our site, and the length of time donors spent on our site. Most importantly, NomadsLand helped us say thank you to our number one constituents—our partners and our donors. -- Jena Meredith, The Conservation Fund

Katharine Zaleski

President, Power To Fly
(formerly Managing
Editor, Huffington Post)

MANAGING PRODUCER

January 2010

I had the pleasure of working with Davin Hutchins during the presidential campaign when I was the Senior News Editor of The Huffington Post and Davin was the Managing Producer of The American News Project. I would consistently feature Davin's videos on the front page of the Huffington Post. He always presented me, and my team, with riveting content that was of a high professional quality. His pieces also performed well with tens of thousands of readers.

Davin acted quickly on feedback. On the rare occasion that a video didn't perform to expectations, he'd quickly come back with new content for another shot.

It was wonderful working with him during the campaign. I'm confident that whomever works with him next will say the same.

Andrew Satter

Director of Video, Center
For American Progress

MEDIA STRATEGIST

July 2009

I've had the pleasure of doing some consulting and event facilitation work with Davin on NomadsLand projects, and I've always found him to be a consummate professional. He clearly communicates his vision for projects and is upfront about his goals and expectations. He's a sharp guy who believes in solutions rather than problems. I truly enjoyed working with him on a particular project where the solution wasn't immediately apparent and he always stayed focused, guiding us toward the answer in a timely manner. Not to mention he's extremely passionate about social issue causes and truly wants what's best for the client. I would happily work with/for Davin again.

Amy Garmer

Director, Aspen Institute,
Public Libraries / Knight
Foundation Communities
Project

MEDIA STRATEGIST

June 2009

Davin Hutchins provided a technical skill set, subject knowledge and creative design ability that I could not imagine finding in one digital media consultant--but did. Davin designed the Arab-U.S. Media Alliance social network for the Aspen Institute Communications and Society Program. He has a breadth and depth of knowledge in global media and journalism that enabled him to quickly identify the unique needs we had for designing a social network for this group of bi-lingual media leaders and journalists from the Arab world and the United States. His vision and his work were exceptional and he was very good at explaining in layperson's terms the various design and technical decisions we had to consider. The end result of his work for us is a creative suite of resources that served our immediate short-term needs yet is flexible enough to adapt as developments warrant. The work was done on a tight deadline and tight budget. An added bonus is that Davin has great writing and editing skills, too. I look forward to working with Davin again on the future phases of our project.