

DAVIN HUTCHINS

Community Builder | Campaign Strategist | Digital Media Expert | Team Leader & Mentor |
Climate Change, Sustainability, Renewables and Policy



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BIO

More than 15 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.

WORK EXPERIENCE

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

Greenpeace

- Executed high-level strategy, campaign development, website development, digital engagement tactics for global NGO and regional offices to launch dozens of global campaigns
- Leveraged persuasion, leadership, mentorship, collaboration, storytelling to synchronize efforts of small teams in an agile, matrixed structure
- Pioneered large six-figure projects with outside agencies/vendors for digital marketing, website launches, micro-influencers, video production, and global audience surveys
- Co-founded Greenpeace's successful climate-food campaign; coordinated digital communications, engagement pathways, social media, audience outreach volunteer mobilization, data analysis
- Trained and mentored staff and volunteers worldwide in communications and engagement tactics for new audiences. Designed workshops included Paris, Budapest, Amsterdam, Prague, Tokyo, Johannesburg, Istanbul, Rome, Brussels, Copenhagen, Hamburg, Madrid, Zurich
- Innovated with new digital toolsets including Google Suite, Analytics, Data Studio, Final Cut Pro, Motion, Talkwalker, Hubspot, Adobe Creative Suite, Slack, Facebook/Instagram, third-party tools, and ad campaigns
- Wrote and expedited press releases, advisories, social media posts on tight deadlines drawing upon years of journalism training
- Applied and expanded expertise on electric vehicles, battery supply chains, home solar, forest/oceans protection, fires, food systems

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 MBN 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) devoted to the Arab Spring (Wordpress), incubated in internal innovation lab using agile methodologies/scrum
- Awarded a 2012 Online Journalism Awards (ONA)
- Supervised a dozen reporters and stringer correspondents to produce

SKILLS

- Management experience
- Writing and Editing
- 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
- Tesla Solar Energy Ambassador and Electric Vehicle Association member
- Leadership on diversity & inclusion commitments

LANGUAGES

- English (fluent)
- Arabic (advanced)

web articles, essays, data journalism, participatory journalism

July 2002 - Digital Media Strategist

Apr. 2015 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 - Director, ITVS Indies Lab

Jan. 2011 PBS - Public Broadcasting Service

- 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

Jan. 2008 - Managing Producer

Mar. 2009 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
- Innovated with development team on core website (integrating Drupal, Brightcove, YouTube, Democracy In Action CRM software)

Mar. 2000 - Television Producer

Apr. 2002 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 - Television Producer

Dec. 1999 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

Masters Degree, Middle East Studies

American University in Cairo

Bachelors Degree, Journalism and World History

California State University Fresno