

# O. Clare Hutchinson

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## Summary of Qualifications

- B.A. English Honours with a minor in Political Science *cum laude*, University of Ottawa, June 2013
- Hockey GM & Scouting Certificate, Sports Management Worldwide, September 2015
- Over six years of experience in communications, editing, social media and content creation
- Additional social media and media relations work includes Hockey Canada (2017 World Junior Championships) and the Canadian Women's Hockey League (2017 All-Star Game)
- Flexible, creative, and a strong writer; produces quality work on multiple projects at a fast pace

## Experience

### Canadian Football League

*Communications Coordinator June 2018 - May 2019*

*Communications Assistant June 2016 - June 2018*

*Communications Intern May 2015-December 2015*

- Drafted, edited and published all league press releases, advisories, quotes, statements, guides, game notes and other press materials for media as well as messaging, briefs and materials for internal strategy
- Managed the launch and implementation of a new policy on violence against women; the launch garnered 15.6 million media impressions and over 1,000 players and staff have received training
- Compiled media monitoring reports and alerts to guide crisis communications and response strategies
- Tracked and answered all queries and communications with fans and the general public
- Organized and executed media availabilities at all major events, including Mark's CFL Week Media Days (coordinated 500+ interviews in three days in 2018, doubling 2017's media results)

### Quidditch Canada

*Director of Communications July 2014-2016*

- Co-founded the Canadian national organizing body for the sport of quidditch
- Managed internal and external communications, media relations, social media, marketing, editorial content, photography, and nine staff; earned 27 million media impressions for the 2016 Regional Championships
- Prior to the formation of the league, created and directed the communications departments and social media strategies of three internationally-competitive league teams and the 2014 Canadian national team

### Ottawa Sports & Entertainment Group (OSEG) Game Day Social Media, Ottawa REDBLACKS

*2014 Inaugural Season*

- Curated multimedia for use by the REDBLACKS and helped capture the spirit and excitement of game days as part of a content creation team to build a social fan presence

### Building Markets

*Communications and Project Assistant August 2012-March 2014*

- Edited the Afghan Women's Economic Participation Report for the U.S. State Department's Kabul Embassy and provided communications and research assistance for all Afghanistan projects
- Designed a suite of Google Form surveys used to interview over 1400 women across Afghanistan