

O. Clare Hutchinson

o.c.hutchinson@gmail.com | oclarehutchinson.com
@aux_clare & @QuidditchCanada | 613-513-9934

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
- Previous sports media experience with the Canadian Football League and Quidditch Canada
- Over 4 years of experience in sports communications, content creation, and social media
- Flexible, creative, and a strong writer; able to produce quality work on multiple projects at a fast pace

Experience

Canadian Football League

Communications Intern

May 2015-December 2015

- Managed the launch of a new policy on violence against women, including social media and liaison with local and national media; the launch garnered 15.6 million media impressions
- Created new and improved media contact lists and helped create and maintain a new press website
- Wrote, edited, and distributed most daily press releases, advisories, statements, and executive quotes
- Contributed social media and multimedia content for game days, breaking news, and special events, including the announcement of the 104th Grey Cup location, which reached 26.3 million media impressions

Quidditch Canada

Director of Communications

July 2014-Present

- Co-founded the Canadian national organizing body for the sport of quidditch
- Manage internal and external communications, media relations, social media, marketing, website design and content, photography, and nine staff members
- Organized the first-ever Canadian Fantasy Tournament for over 100 international athletes, supervising gameplay, marketing, the draft, event logistics, executive staff, and volunteers
- 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
- Responsible for daily media and social media monitoring and content, including analytics reports
- Established a content calendar and solicited, wrote, and edited blog posts, articles, proposals, and reports
- Built project-specific websites and maintained the main organizational website

International Quidditch Association (IQA)

IQA Scores Project Administrator

October 2012-June 2014

- Created an international scores tracking project to collect and broadcast real-time tournament results
- Incorporated the project into the marketing departments of the IQA, US Quidditch, and Quidditch Canada