

## Contact

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## Top Skills

Employee Training  
Community Engagement  
Music

## Languages

English (Native or Bilingual)  
Arabic (Professional Working)

## Honors-Awards

Winner - Topical News Reporting  
Large for Arab Spring blog Middle  
East Voices (VOA)  
Finalist - Music App of the Year -  
Radio Sawa App  
Finalist - Music App of the Year -  
Radio Sawa App

# Davin Hutchins

International Campaign Veteran • Digital & Ethical AI Specialist •  
Change Management Leader • Team Builder • Community Organizer  
• Communications Strategist

Alexandria, Virginia, United States

## Summary

I'm a digital strategist, campaign architect, and systems thinker who believes transformative change happens where technology meets authentic community engagement. After years working across the Middle East, Asia, Africa, and Latin America, I've learned that innovation without cultural understanding and local partnership is just noise. For the past decade at Greenpeace International, I've led global campaigns, pioneered digital and AI innovations, and co-led organizational transformation initiatives. I'm currently training teams worldwide on generative AI tools from Gemini to NotebookLM, while designing campaigns that bridge digital innovation with grassroots action. My work in change management has helped reshape how a 50-year-old organization adapts to disruption, including co-leading employee-driven initiatives that reimaged our culture and operations. Before Greenpeace, I spent years as an international journalist and documentary filmmaker with CNN, PBS, and Voice of America, working from Cairo to Dubai. I've covered technological disruption, refugee crises, and democratic movements, learning to find truth in complexity and amplify voices that need hearing. This foundation in storytelling continues to inform how I approach strategic communications and community engagement. I also founded M4TR (Music for the Revolution), channeling political urgency into music that's reached millions of fans across 153 countries while keeping me rooted in local community through performances at DC venues and political rallies. This blend of artistic expression and civic engagement reflects my belief that transformation requires both strategic thinking and soul. My volunteer work grounds everything else: organizing climate action in Virginia, training neighbors in digital tools, canvassing for democratic participation. These experiences constantly remind me that real impact happens at the intersection of capability and community trust. I believe we're in a moment demanding both high-level expertise and ground-level service. The overlapping crises of

climate, democracy, and inequality require leaders who can bridge worlds: technology and humanity, global and local, strategy and service. I'm drawn to collaborations that fuse AI innovation with community resilience, whether in environmental justice, humanitarian response, or civic renewal.

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## Experience

### Greenpeace International

10 years 9 months

#### Campaign Technology Liaison / Digital Transformation & AI Upskilling Co-Lead

December 2025 - Present (1 month)

Washington DC-Baltimore Area

- Serve as strategic liaison between GPI Tech Department and priority global campaign teams, translating technical capabilities into practical solutions for international campaigns across biodiversity, climate, economic and social justice initiatives.
- Co-lead digital upskilling initiatives organization-wide, building staff capacity in AI tools, agile workflows, and emerging technologies to enhance campaign effectiveness.
- Standardize digital project management and tool adoption (Gemini, NotebookLM, Zoom AI, Asana) across international campaigns, creating frameworks that bridge technical infrastructure with campaign delivery needs.
- Drive ethical AI integration and knowledge transfer across teams, shaping global AI guidelines while addressing cultural barriers to digital adoption and documenting scalable case studies for the global network.

### Senior Global Campaign Strategist

April 2015 - Present (10 years 9 months)

Washington D.C. Metro Area

- Developed global campaign strategies, and digital engagement products for international offices, integrating audience research for new narratives.
- Led a global community of digital and engagement specialists, building alignment across diverse cultural, linguistic, and political contexts to support high-impact campaigns; trained volunteers and campaigners in over a dozen cities worldwide.
- Oversaw six-figure projects with outside agencies on marketing, film, campaign sites, influencer outreach, and global opinion research.

- Experimented beyond legacy social platforms with multi-channel experimentation.

#### Digital Transformation Ambassador & Generative AI Advisor

January 2025 – Present

- Co-lead of GPI's 2025–26 DX Strategy, aligning tech/data priorities and digital skills baselining and upskilling track, guiding departments to define gaps and create 2026 learning roadmaps.
- Tested and trained staff on GAI tools like Gemini, NotebookLM, Zoom AI to scale AI literacy.

#### Co-Lead, Change Management Team

November 2021 – January 2023

- During the COVID era of leadership turbulence, helped launch and co-lead a staff-initiated transformation effort that transformed GPI; led the skills mapping process for over 120 staff.
- Collaborated with consultants and peers to recommend new models for distributed co-leadership, agile teams, workplace well-being, and a culture of continuous learning.

#### Campaign Highlights

- Defund Nature Destruction Now: Digital Lead for 12-country campaign; drove 12.6K global actions, 348K video views, and 310K+ social engagements.
- We Are Nature: Repositioned Greenpeace's narrative of nature as a regenerative force
- Stop Deep Sea Mining: Incubated an early digital strategy that helped block ISA mining code, triple moratorium support, and shift national policy positions.

#### United States Agency for Global Media

4 years 4 months

##### Digital Director, Middle East Broadcasting Networks (MBN)

July 2012 - April 2015 (2 years 10 months)

Washington D.C. Metro Area

- Built and launched MBN's Digital division from the ground up, leading staff restructuring and spearheading strategic international hiring across the Arab world.
- Hired, trained and mentored 20+ journalists in multimedia storytelling, engagement content creation, and digital security protocols to counter misinformation and extremist narratives.

- Directed digital coverage of the 2012 U.S. presidential election, expanding reach and audience engagement across key regional platforms.
- Advised MBN senior management, Executive Board, State Department, and Congress on long-term digital strategy, innovation, and audience expansion.
- Led the agile development of a Music Lifestyle mobile app for iPhone and Android, serving as project lead through scrum methodologies.
- Co-led the Raise Your Voice initiative — a pioneering "combatting non-violent extremism" platform — overseeing community engagement strategy, website launch, and international team recruitment.

#### Managing Editor, Middle East, Voice Of America

January 2011 - July 2012 (1 year 7 months)

Washington D.C. Metro Area

- Conceived, designed, and launched MiddleEastVoices.com, a responsive social journalism platform covering the Arab Spring, built within an internal innovation lab using agile and scrum methodologies.
- Led the editorial team to win the 2012 Online Journalism Award (ONA) for Topical Reporting, Large Site Category.
- Supervised a network of 12+ reporters and stringers to deliver a mix of web articles, essays, data journalism, and participatory journalism initiatives focused on civic engagement and political reform.

#### PBS

Director, ITVS / PBS IndiesLab

October 2009 - January 2011 (1 year 4 months)

Pentagon City, Virginia

- Designed and led the master promotional and windowing strategy to help ITVS and Independent Lens producers transition from traditional public broadcasting to the emerging digital marketplace.
- Maximized digital brand exposure, audience engagement, and revenue opportunities for Independent Lens and independently produced documentaries through direct partnerships with iTunes, Amazon, Hulu, Netflix, SnagFilms, and PBS Video.

#### NomadsLand LLC

8 years 7 months

Digital Media Strategic Consultant

July 2002 - January 2011 (8 years 7 months)

Washington, DC.; Cairo, Egypt; Dubai, UAE

- Founded and led NomadsLand, a nonfiction-focused digital strategy and media consultancy operating across Washington, D.C., Dubai, and Cairo.
- Delivered training and consulting on multimedia storytelling, web development, digital marketing, and analytics, helping clients navigate emerging platforms and technologies.
- Advised and supported high-profile clients including The Aspen Institute, DAI, U.S. State Department, Knight Commission, McKinsey & Company, Leo Burnett, Dubai Holding, and Dubai International Film Festival.
- Built the nonfiction division for Filmworks Dubai, delivering corporate and advocacy media projects for clients across the Middle East and North Africa.

#### Director, The Art Of Flight Documentary

June 2003 - February 2006 (2 years 9 months)

Cairo Governorate, Egypt

- Produced, directed, and edited The Art of Flight, an independent documentary exploring the experiences of Sudanese refugees in Egypt and the impact of American foreign policy in the Middle East.
- Shot on location as a solo backpack journalist in Sudan and Egypt, handling all principal photography, and composed the original score to complement the film's narrative.
- Premiered at the International Documentary Festival Amsterdam (IDFA), AFI Fest Hollywood, and Bangkok International Film Festival; later distributed via iTunes and Amazon.
- Earned strong critical reception with an 8/10 rating on IMDb, highlighting both narrative strength and international relevance.

#### HuffPost

Managing Producer, American News Project

January 2008 - March 2009 (1 year 3 months)

Washington D.C. Metro Area

- Hired and managed a team of video reporters and produced investigative reports covering the 2008 Obama/McCain U.S. presidential election, Iraq War veterans' issues, "clean" coal initiatives, and immigration reform, with reports generating millions of views across platforms.
- Oversaw content syndication, with reports featured by Huffington Post, Talking Points Memo, Democracy Now, CNN, and Al Jazeera English — significantly amplifying reach and impact.
- Led the development team on redesigning the organization's core digital platform, integrating Drupal, video hosting and CRM systems.

- Marked first direct involvement covering a U.S. presidential campaign — sparking long-term focus on the intersection of media, civic engagement, and political strategy.

## Internews

Digital Media Consultant / Journalism Trainer

August 2007 - January 2008 (6 months)

- Led training programs for Palestinian broadcast journalists, delivering intensive workshops on photography, non-linear video editing, journalistic writing, programming development, workflow optimization, and digital publishing.
- Completed four high-impact training tours across major cities in the West Bank, coordinating initiatives among local media outlets to foster shared programming and build regional media capacity.
- Gained invaluable experience working across cultural, linguistic, and political divides — strengthening my ability to lead multicultural teams and build trust in complex, high-stakes environments.

## TechTV

Segment Producer / Field Producer / Writer

March 2000 - April 2002 (2 years 2 months)

San Francisco Bay Area

- Produced field reports for TechTV, a pioneering cable network reaching 50 million households, specializing in technology news and innovation coverage.
- Coordinated daily news operations across Washington, New York, and Seattle bureaus, supporting the production of eight hours of live and taped tech news content daily.
- Reported on the rise and fall of digital startups, the dot-com collapse, tech industry layoffs, venture capital trends, clean tech, online business models, and the role of technology after September 11.
- Developed foundational knowledge of Silicon Valley, startup culture, venture capital ecosystems, and Big Tech dynamics — experience that continues to inform my digital strategy and movement-building work today.

## CNN

Segment Producer / Field Producer / Writer / Associate Producer

October 1994 - December 1999 (5 years 3 months)

Greater Atlanta Area

- Coordinated with producers across Berlin, London, Hong Kong, and Atlanta to develop regionalized morning and primetime newscasts for CNN International, enhancing the network's global reach and audience relevance.
- Reported and field produced feature stories from diverse locations including Kuwait, Iceland, New York, Los Angeles, San Francisco, and multiple U.S. states, covering a wide range of political, social, and cultural issues.
- Produced a pioneering human rights special, featuring interviews with figures such as Peter Gabriel and President Jimmy Carter, highlighting the intersection of music, activism, and international justice.
- Contributed to the launch of innovative pilot projects targeting emerging audiences, including early Generation X-focused news programming and multimedia initiatives.

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## Education

The American University in Cairo  
Masters, Middle East Studies

California State University-Fresno  
Bachelor, Journalism - History (Double Major)