



Davin "AJ" Hutchins

I believe the future belongs to those who can fuse systems thinking with story, strategy and soul. We're living through a time of systemic unraveling that demands courageous imagination and creative action. My work lives at the intersection of technology, narrative, and movement-building, grounded in community.

Across journalism, digital media, climate advocacy, and organizational change, I've led teams and campaigns through digital transformations at Greenpeace, CNN, PBS, the US Government and more. I'm seeking mission-driven organizations that are ready to steer the United States toward a more just and resilient future.



Personal Information

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Skills

Change management, leadership, generative AI, campaign management, digital strategy, strategic communications, narrative design, storytelling, stakeholder engagement, community organizing, volunteer coordination, public speaking, civic technology, cross-functional collaboration, facilitation, media production



Work Experience

Senior Campaign Strategist Greenpeace International

● 04/2015 – present ● WASHINGTON, DC, USA

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

Digital Transformation Ambassador & Generative AI Advisor

October 2024 – Present

- Co-led the rollout of GPI's 2025–26 DX Strategy, aligning tech/data priorities and embedding agile principles across project workflows, digital skills baselinin
- Piloted and trained staff on GAI tools like ChatGPT, Claude, Gemini, Sora, Runway, and Midjourney to scale AI literacy.

Co-Lead, Change Management Team

November 2021 – January 2023

- During COVID era of leadership challenges, co-founded and co-led a staff-driven transformation initiative that reshaped GPI's organizational culture and structure.
- Proposed and championed new models for distributed co-leadership, agile teams, well-being, and a culture of continuous learning.

Campaign Highlights

- Led digital strategy for the *Defund Nature Destruction Now* campaign across 12 countries; drove 12.6K actions, 348K video views, and 310K+ social engagements.
- Reframed narratives with the *We Are Nature* campaign, positioning nature as a regenerative force; the initiative shaped creative strategy across the organization.

Digital Director & Managing Editor, Middle East United States Agency for Global Media

● 01/2011 – 04/2015 ● WASHINGTON, UNITED STATES

- Launched MBN Digital division, restructured teams, and led talent acquisition; Trained 20+ journalists in multimedia storytelling and newsroom innovation
- Launched MiddleEastVoices.com, an Arab Spring journalism platform recognized



Work Experience

by ONA for Topical Reporting

Director, ITVS / PBS IndiesLab PBS

- 10/2009 – 01/2011 • ARLINGTON, UNITED STATES
- Designed digital strategies for PBS nonfiction films via iTunes, Netflix, Amazon
- Pioneered brand and monetization pathways for Independent Lens

Filmmaker / Digital Strategist NomadsLand LLC

- 07/2002 – 01/2011 • WASHINGTON, UNITED STATES
- Cairo/Dubai - Directed *The Art of Flight* documentary featured at IDFA, AFI Fest, corporate films
- Washington, DC - Advised and trained clients such as State Dept., Internews, Aspen Institute, McKinsey

Managing Producer HuffPost / American News Project

- 01/2008 – 03/2009 • WASHINGTON, UNITED STATES
- Led editorial teams and managed producers for investigative reporting on politics, energy, and veterans' issues; produced content for HuffPost and online partners.

Segment Producer / Field Producer / Writer TechTV

- 03/2000 – 04/2002 • SAN FRANCISCO, UNITED STATES
- Reported on tech startups, VC shifts, and the post-dot-com crash; covered tech's role after 9/11

Segment Producer / Field Producer / Writer / Associate Producer CNN

- 10/1994 – 12/1999 • ATLANTA, UNITED STATES
- Produced reports from Kuwait, Iceland, U.S. cities; Pioneered special on human rights featuring interviews with Peter Gabriel and Jimmy Carter



Volunteering

Canvass Captain & Digital Organizer Warren for President

- 07/2019 – 03/2020 • FAIRFAX, UNITED STATES
- Led GOTV efforts in Virginia, training and deploying hundreds of canvassers on outreach using peer-to-peer texting, phone banking

Climate Reality Leader The Climate Reality Project

- 01/2017 – 02/2019
- Lobbied Virginia legislators for renewable energy policies and organized large-scale climate actions, school solarization, and clean energy adoption



Projects

M4TR (Music 4 The Revolution)

I founded M4TR (Music 4 The Revolution) in 2015 as a vehicle for original music, cultural critique, and community-building. Over a decade, I've written and produced 50 songs, led bands and performed across D.C. at rallies and top venues. With 2 million streams in 153 countries and 4,100+ playlists, M4TR blends new wave, funk, and soul with message-driven lyrics. (www.m4tr.music)



Education

Middle East Studies | Masters of Arts The American University in Cairo

- CAIRO, EGYPT

Journalism - World History (Double Major) | Bachelor of Arts California State University, Fresno

- FRESNO, UNITED STATES