

Christy Hammond

SPORTS COMMUNITY RELATIONS

Digital Portfolio: ChristyHammond.com

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PROFESSIONAL PROFILE

Highly driven team player with a passion for using new media as a supplemental PR tool to engage media and team fan base. Excellent organizational skills with ability to successfully prioritize and multi-task. Known for strong work ethic and completion of tasks on deadline and beyond initial expectations. Experience working in high-pressure situations, including Stanley Cup Finals. Possesses strong attention to detail, takes initiative on projects, adapts quickly, and enjoys fast-paced environments.

- **Proficient in MS Office Suite, FileZilla, Lotus Notes, and Basic HTML.**
 - **Familiar with Adobe CS3/4 InDesign and Photoshop.**
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EDUCATION

University of Michigan, Bachelor of Arts in Sport Management, Communication Studies Sept. 2005 – Dec. 2009
University Honors in the School of Kinesiology / Concentration GPA: 3.865

EXPERIENCE & ACCOMPLISHMENTS

Detroit Red Wings, Detroit, MI Aug. 2007 - Present
Public & Community Relations Intern, New Media Intern

Provided support for Public Relations and Community Relations department on game nights and CR events in addition to office assistance. Named official team blogger for Hockeytown Blog during the 2008-09 and 2009-10 seasons.

- Organized and implemented High School Journalist Day after two-year program hiatus with over 60 students in attendance, resulting in event coverage on the local ABC and FOX affiliates as well as a column in The Detroit News
- Maintained community donations database with over 3,500 items annually
- Tracked and responded to community requests, including fan mail, appearance requests and charitable donations
- Assisted CR coordinator with meet and greets following games and practices, 50/50 raffles, and Toast of Hockeytown
- Created a spreadsheet detailing charity ticket programs of NBA and NHL teams for DRW Board of Governors
- Acted as point of contact for media in the auxiliary press box during the 2008 and 2009 Stanley Cup Playoffs

University of Michigan Athletic Department, Ann Arbor, MI Sept. 2008 - Present
Media Relations Student Assistant

- Wrote official game recap at MGoBlue.com for all home football and hockey games during 2009-10 season
- Created program insert and wrote post-game notes for all 2008-09 U-M hockey home games
- Updated U-M hockey player biographies each week for media use
- Assisted Director of Publications with the editing of media guides, football programs and issues of the M Magazine

Burson-Marsteller, Chicago, IL June 2008 – Aug. 2008
Media Relations Intern

- Pitched story angles and events to local and national publications
- Recruited 15 teens for an Allstate distracted driving event in Orlando, FL, resulting in print and broadcast coverage in the Orlando Sentinel and the Orlando NBC, FOX, & CBS affiliates valued at over \$16,000
- Created media lists and editorial calendars for respective clients

Freelance Reporter, Michigan Hockey & Michigan Lacrosse, Farmington, MI Jan. 2007 – March 2008

Game Night Intern, Plymouth Whalers (Ontario Hockey League), Plymouth, MI Sept. 2006 – June 2007

Volunteer, 2009 Curtis Granderson Celebrity Shoot-out, 2008 Chicago Blackhawks Convention, 2008 AVP Tour - Chicago, Chicago 2016, 2008 CCHA Fan Fest

ACTIVITIES

U-M Students for Organ Donation, *Public Relations Chairman and Interim President* Jan. 2006 - Present

- Played key role in developing annual Wolverine-Buckeyes Challenge for Life, which has registered over 8,000 people
- Organized fundraising activities, including skate nights, bake sales and chapter meetings
- Contacted local newspapers, radio, and TV regarding events via press releases and follow-up calls
- Helped register over 4,000 students and faculty as organ donors since founding U-M chapter in 2006

Sports Business Association, *Chicago 2016 Committee Chairman* Aug. 2007 – Present

- Acted as primary contact between U-M and the Chicago 2016 team leading up to the IOC visit in April 2009
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HONORS & AWARDS

- Earned James B. Angell Scholar honor for two consecutive terms of all A's (Winter and Fall 2008)
- Received the School of Kinesiology's 2007 Stephen J. Galetti award, which honors a first or second year student who shows exceptional industriousness and potential