

Christy Hammond

SPORTS NEW MEDIA

Digital Portfolio: ChristyHammond.com

LinkedIn Profile: <http://www.linkedin.com/in/christyhammond>

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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 and Ontario Hockey League 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 Relations & Community Relations Intern, New Media Intern

Provided support for Public Relations and New Media departments on game nights in addition to office assistance. Named official team blogger during 2008-2009 and 2009-10 seasons for Hockeytown Blog.

- Blogged game recaps following each 2008-09 regular season game; implemented "Around the Rink" feature to roundup Red Wings' coverage during the week for the blog starting in the 2009 playoffs
- Managed official Twitter account during 2009 postseason; assisted with official Facebook account
- Wrote news and feature articles for DetroitRedWings.com and gameday programs, including coverage on the road during the 2009 Western Conference Finals and Stanley Cup Finals
- Acted as point of contact for the auxiliary press box during the 2008 and 2009 Stanley Cup Playoffs for media
- 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

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

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

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

BehindtheJersey.com, *Detroit Red Wings weblog* Dec. 2004 – Oct. 2008

- Named one of the top ten NHL blogs by Sports Business Daily
- Referenced in online pieces by USA Today, Wall Street Journal, Pittsburgh Post-Gazette, and Detroit Free Press
- Talked Red Wings hockey on Sports Talk Cleveland and NPR after producers visited BTJ
- Interviewed the NHL deputy commissioner, a movie producer, sports reporters, and authors for BTJ

SportsPRBlog.com Aug. 2008 - Present

- Interviewed sports new media and public relations professionals from a variety of organizations, including the Atlanta Thrashers, Detroit Pistons, Utah Jazz, FOX Sports Detroit, NASCAR and Full Athlete Marketing
 - Enjoys regular readers from the NBA, NASCAR, NFL, Cleveland Indians, New York Yankees, and Buffalo Bills
 - Updated almost daily with sports PR news, career tips and job openings
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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