

Christy Hammond

SPORTS PUBLIC RELATIONS

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 Final. 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. Started to assist the New Media department in addition to her duties as a PR/CR intern in Nov. 2008.

- 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
- Acted as point of contact for the auxiliary press box during the 2008 and 2009 Stanley Cup Playoffs for media
- Maintained community donations database with over 3,500 items annually
- Named official team blogger during 2008-09 season for Hockeytown Blog; wrote game recaps following each game
- Managed official Twitter account during 2009 postseason; assisted with official Facebook account
- Wrote news and feature articles for DetroitRedWings.com, including coverage on the road during the 2009 Western Conference Finals and Stanley Cup Finals

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 web and 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

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

SportsPRBlog.com, *Sports PR weblog* Aug. 2008 - Present

- Interviewed sports PR professionals from a variety of organizations, including the Washington Capitals and NASCAR
- Enjoys regular readers from the NBA, NASCAR, NFL, Cleveland Indians, New York Yankees and Buffalo Bills

U-M Students for Organ Donation, *Public Relations Chairman* Jan. 2006 – April 2009

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