

CHAD HUTSON

PROFESSIONAL STRENGTHS

- › Strategic communication planning and management
 - › Legislative affairs
 - › Social media strategy and execution
 - › Brand management
 - › Public Relations
 - › Media Relations
 - › Website content development
 - › Media Relations Corporate Training
 - › Crisis communications management
 - › Project management
 - › Design and desktop publishing
 - › Art Direction
 - › Photography
 - › Witty sense of humor
 - › Team Leader
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EDUCATION

Eastern Washington University
Cheney, WA | B.A. in Journalism

**National Delegate City/County
Communication and Marketing
Association**

American Hospital Association
Public relations and marketing classes

Eastern Washington University
Advanced Project Management certificate

West Virginia University
Social Media Marketing certificate

University of Washington
Screenwriting certificate

AWARDS, HONORS & ACTIVITIES

- › GSA Excellence in Communication Awards:
Communicator of the Year (2020)
- › GSA Excellence in Communication Awards
First Place & Second Place still photography
- › Health and Human Services Secretary's
Award for Best Domestic Photo/Public
Health in Action (2012, 2013)
- › Arthur L. Dussault Award for Public Relations
Excellence
- › Pacific Northwest Newspaper Association
C.B. Blethen Award for Distinguished
Deadline Reporting and Outstanding
Enterprise Reporting
- › Numerous writing, editing and
photography awards from Society of
Professional Journalists

PROFESSIONAL EXPERIENCE

Cybersecurity & Infrastructure Security Agency | Regional External Affairs Officer | 2020–Present
Management and oversight of public affairs, congressional affairs, media relations, and stakeholder engagements in four-state region. Work includes development of detailed cybersecurity and protective security communications planning and information dissemination to audiences with a wide-ranging understanding of these subjects.

General Services Admin. | NW/Arctic Region Public Affairs Manager | 2016–2020
Management of public affairs, media relations, government relations, and internal communication strategies for four-state region.

VA Puget Sound Health Care System | Public Affairs Officer | 2013–2016
Management of a 6-member communication team in Seattle; Oversight and management of media and public relations, web and social media strategies; congressional and tribal relations.

NIOSH, OMSHR | Health Communications Team Lead | 2009–2013
Management of an 11-member communication team in Spokane and Pittsburgh; Oversight of \$3 million+ budget; Developed and managed strategic communication plan; Directed all internal and external communication initiatives including web, social media, exhibits, collateral materials, video production; brand identity, and tone for all company communications; Designed effective methods to disseminate high-level research to key audiences with varying degrees of technical comprehension.

Vivo Media, LLC | President | 2008–2009
Oversight and management of all aspects of magazine publishing, new media, and web-development company.

North Idaho Advanced Care Hospital | Director of Marketing & Bus. Dev. | 2005–2007
Development and oversight of all marketing, sales, media relations, community relations, branding and business development functions for long-term acute care hospital system. Served as member of hospital executive team, making decisions regarding human resources, budget, and daily operations. Oversight of a 12-member team, including case management, discharge planning, and communications.

Inland Northwest Health Services | Communications Officer | 1999–2004
Directed all public/media relations and marketing efforts for multi-line health care company, including acting as company spokesperson, and brand development for seven distinct health care lines; Developed award-winning and nationally recognized marketing efforts including brochures, annual reports, trade shows, videos and websites.

Spokane County | Public Information Specialist | 1995–1999
Provided Spokane County Commissioners and Public Works with strategic communication counsel on media relations, public relations and public involvement initiatives; Developed nationally recognized government involvement programs; Facilitated community meetings for board of commissioners; Planned and publicized events.

Journalist | Various Publications | 1986–1995
Worked as a journalist for central and western Washington daily newspapers. Covered government, education, transportation and served as a lead feature writer. Served as Managing Editor for Spokane Valley News from 1993–1995.

REFERENCES

Available upon request