

# Todd Devlin (H) B.Comm., M.A.J.

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## EDUCATION

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**Master of Arts in Journalism** 2009  
University of Western Ontario, London, ON

**Honours Bachelor of Commerce** (Minor: Economics) 2004  
McMaster University, Hamilton, ON

## PROFESSIONAL SUMMARY

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- Experience on both sides of the media – as a journalist and as a communications professional
- Strong journalistic skills, including reporting, interviewing and writing 'clean' copy on deadline
- Skilled editor – for websites, magazines, books, newsletters, annual reports, marketing materials

## RELEVANT EXPERIENCE

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**Freelance Writer/Editor** 2009 - present  
Various media outlets

- Contributed articles to a variety of newspapers, magazines and websites, including Metro News, Yahoo Health, the Londoner, Western Alumni Gazette, St. Thomas-Times Journal, Saanich News, Victoria News, Rabble.ca, Sportsnet.ca and MLB.com
- Editor of London's SportsXpress magazine (2013 to present)
- Editor for non-fiction book 'Head Games: Lessons learned on the road to the Olympics' (pub. 2016)
- Associate Editor (freelance basis) at the Canadian Baseball Network website (2013-2014)
- Web content editor and administrator for 'Big Train Media', setting up online fundraising campaigns for non-profit organizations such as Habitat for Humanity Canada and the Canadian Red Cross

**Communications Coordinator** Nov. 2010 – July 2011 (contract)  
Schulich School of Medicine & Dentistry

- Produced internal and external communications items at Schulich, including weekly e-newsletter, recruitment letter for TD Discovery Day, and marketing for the School's annual food drive
- Posted and edited news stories, newsletters, photos and various documents to website
- Provided content for design of Indigenous Medicine & Dentistry marketing materials (poster and brochure), and created web pages for prospective Aboriginal applicants to the School
- Developed content for marketing and promotions materials (posters and powerpoint slides) for the inaugural Global Health Discussion Forum

**Reporter** Jan. 2010 – March 2010 (contract)  
VANOC - Olympic News Service, Whistler, BC

- Conducted interviews with athletes and gathered quotes for the bobsled, luge and skeleton events at the Vancouver 2010 Olympic Winter Games
- Researched, pitched story ideas and published articles on the INFO 2010 Intranet system, which were picked up by numerous media outlets around the world
- Coordinated volunteer reporters in the Mixed Zone interview area

**Communications Assistant** 2009

University of Western Ontario Athletics, London, ON

- Served as game-day reporter for varsity sports including baseball, hockey, volleyball and soccer
- Published 'Year in Review' sport recaps for westernmustangs.ca
- Researched and wrote feature articles and human interest stories for website
- Coordinated media coverage for 2009 Ontario Field Hockey Championships

**School Communication Coordinator** 2008

Earth Day Hamilton, Hamilton, ON

- Primary contact for both elementary and high schools in Hamilton for Earth Day events
- Organized participating schools for the 'Go Green Challenge' and other Earth Day Hamilton events
- Produced and distributed press releases and volunteer newsletters
- Headed up the media relations team on the Earth Day Hamilton committee

**Communications Officer** 2007

Athletes for Africa &amp; GuluWalk, Toronto, ON

- Primary media contact for start-up non-profit organization
- Created and published news content for the website, crafted press releases and monthly newsletters
- Coordinated media advertising campaign for GuluWalk, a worldwide fundraising walk to support the children of northern Uganda
- Edited marketing material, advertising content and annual report
- Assisted in the organization of first ever GuluWalk Gala

**Communications Assistant** 2006

Toronto Blue Jays Baseball Club, Toronto, ON

- Contributed to daily game notes, conducting statistical research as required
- Created daily 'Minor League Report' for both home and road games
- Conducted in-game research and contributed to post-game wrap-up, to be used by accredited media

**Media Relations Assistant** 2005

Ottawa Lynx Triple-A Baseball Club, Ottawa, ON

- Designed and published player biography section of media guide
- Published player profile articles for the team's website and game-day program
- Liaison between the media and players for interviews

**VOLUNTEER EXPERIENCE**

- Organizer – Founder and organizer of London's Walk & Talk for Mental Health event, which raised nearly \$50,000 in its first two years 2015 - present
- Broadcaster – Colour commentary for London Majors baseball games on Rogers TV 2013 & 2014
- GuluWalk – maintained online 'city pages' for over 100 events worldwide 2008
- McMaster Marauders varsity baseball team - assistant coach 2007

**TECHNICAL SKILLS**

- Skilled in Adobe Photoshop and InDesign
- Proficient in HTML and content management systems, including WordPress and others
- Social media savvy (Twitter, Facebook, LinkedIn, and more)