

Darin L. Hubble

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Public Relations / Communications Specialist | Strategy ➔ Planning ➔ Relationships

Dedicated and detail oriented public relations specialist with broad experience directing Public Relations programs and teams for governmental and non-governmental enterprises. Years of sure service, meeting specified goals, developing, managing and implementing media strategies and measuring results across varying channels. Manage multifaceted stressful environments while maintaining a positive and enthusiastic attitude to create and build stakeholder trust.

PR Skills:

- ♦ Project Management
- ♦ Press Releases & Press Kits
- ♦ Relationship Management
- ♦ Media Relations
- ♦ Strategic Messaging
- ♦ Budget Management
- ♦ Social Media Campaigns
- ♦ Crisis Communications
- ♦ PR Performance Metrics

Experience

122nd Fighter Wing Indiana Air National Guard - Fort Wayne, IN

Public Relations Superintendent, Multimedia Manager - 1/2004 to 8/2020

Plan, organize, and manage public affairs, communications and broadcasting activities. Write budget or financial requirements. Coordinate public affairs and broadcasting functions with other agencies. Advise stake holders at all levels and their staffs on the internal, media relations, and community relations implications of plans, policies, and programs.

Create work schedules, inspect and evaluate overall procedures and effectiveness of public affairs and broadcasting programs, including internal, media relations, and community relations using data driven, metric based measurements.

Perform technical public affairs and broadcasting functions. Write feature stories, news articles, surveys, and special reports. Prepare and assemble information kits. Release stories and photographs to media. Coordinate and prepare questions to be used for news interviews. Escort media for on-base activities. Brief photographers on assigned duties.

Mandatory knowledge: news editing; methods of collecting and distributing information materials; and regulations and directives concerning releasing information for internal and external use. Crisis communication and large event planning.

The Multimedia position encompasses graphic arts, still photography and video. This position plans, manages, and directs products through consultation, design, development, procurement and services by using traditional and modern digital production skills related to photography, audiovisual production, visual information, illustration and computer operation.

Results:

- ♦ Educated internal and external stake holders of 122nd Fighter Wing by creating, seeking leadership buy-in and implementing a five year media, print, social media and web productivity plan.
- ♦ Strategically created messaging and talking points, wrote speeches and prepped speakers to support commander interactions through specific and targeted opportunities building trust with community, government and business.
- ♦ Served on U.S. Air Force Thunderbird public affairs team, executed media relations, advertising, marketing and community and donor relations for the 2014 and 2016 Fort Wayne Airshows, 122nd Fighter Wing Open Houses.
- ♦ Created partnership with Fort Wayne Airports, Greater Fort Wayne Inc., NEI Base Community Council, NI Veterans Affairs, Young Leaders of NEI, Fort Wayne TinCaps, Mad Ants and Komets, area colleges and schools, community organizations and news and entertainment outlets in order to build public trust, notoriety and inclusion.
- ♦ Served as U.S. Capitol National Guard assignment and release editor for the 58th Presidential Inauguration, assigning, capturing, gathering, editing, producing and sharing images, stories and news video to the world stage.
- ♦ Deployed to Puerto Rico as Public Affairs Superintendent during and after 2017 hurricanes to assign stories, capture content, edit and disseminate the impact of the devastation and the worlds humanitarian efforts. Managed a team of twenty journalists spread over two geographical areas capturing the tenacity of Puerto Rico.
- ♦ Deployed 2017 to Djibouti Africa as the Joint Task Force Horn of Africa Public Affairs Senior Enlisted Leader. Communicated the CJTF-HOA mission to North East Africa and a multi-coalition force made of more than thirty nations. Assigned, collected, edited and dispersed photo, video and written stories to a worldwide audience.

Camp Atterbury Maneuvering Center, Indiana Army National Guard - Edinburgh, IN

Public Relations Specialist - 4/2003 to 1/2004

Participated in weekly strategy and planning command staff meetings as the Public Affairs Officer representative. Managed a small Budget and met or exceeded quality standards and projected goals. Maintained photo and video equipment and captured digital photo and video images, used in the weekly newspaper and post web site. Covered mobilization ceremonies, retirements, special training events and other post related assignments. Organized and conducted interviews for events and attractions on Camp Atterbury and the surrounding area.

Results:

- ◆ Provided content for, designed and edited local Atterbury Crier newspaper that had not been produced at Atterbury since the Korean conflict. Negotiated advertising contracts with local newspaper to print cost free to the base.
- ◆ Created and maintained a historical filing system of photos, video and public affairs related documents.

Joint Force Headquarters, Public Affairs, Indiana Army National Guard - Indianapolis, IN

Public Relations Specialist 46Q/Broadcast Journalist 46R- 5/2000 to 1/2004

Taking, editing and printing of official command and passport photographs for the State of Indiana in a studio environment. Captured photos and video for retirements, change of command ceremonies, conventions, parades and other applicable military functions and exercises. Scheduled and managed studio events, coordinated actors for command level advertising and marketing projects. Organized and performed tasks such as, videography, story board, processing story lines, scripting and shooting. Created logical sequential video products for the Indiana National Guard.

Results:

- ◆ Instrumental in the re-creation of the Indiana National Guardsman quarterly magazine, the Indiana Guardsman, directly mailed to more than 20k Indiana National Guard members and families, elected representatives, community leaders and supporting organizations throughout the state of Indiana.
- ◆ Introduced digital camera systems to the Indiana National Guard Public Affairs offices state-wide.
- ◆ Created and maintained a historical digital filing server archiving 560 videos and 2k + photos.

Education

Public Relations Society of America, New York - APR+M 03/2020

Major: Accreditation in Public Relations plus Military Communication

Community College of the Air Force, Montgomery, AL - Associate's Degree 12/2014

Major: Professional Managers Certificate

Defense Information School Fort Meade, MD - Professional Certificate 08/2011

Major: Public Affairs Officer Qualification Course, PAQC

This course provided Theory and Doctrine; Community Relations; Internal Information; Multimedia; Media Relations; Communication Skills; Public Affairs Operations and an Operations Support Exercise. The material presented within each functional area exposed me to essential foundational knowledge, and built upon that knowledge through a series of case studies, assigned readings, guided discussions, and practical applications. Each functional area stressed that public affairs practitioners must maintain a high standard of integrity. The course culminated in an exercise testing these skills.

Indiana Institute of Technology, Fort Wayne, IN - Bachelor's Degree 12/2010

Major: Business Management, Minor: Marketing

This concentration provided a solid business education combined with a liberal arts foundation to develop an informed, well-rounded business professional. Graduates were prepared as a staff specialists, entry-level managers, or middle managers in any business environment or function such as operations, marketing, HR, and management.

Community College of the Air Force, Montgomery, AL - Associate's Degree 12/2008

Major: Audiovisual Production Services

Ben Davis High, Indianapolis, IN - Certificate 06/1989

Major: Offset Printing Minor: Pre-press Photography