

TIFFANY WOODS

tiffanywoods.journoportfolio.com

EXPERIENCE

Communications manager

Nov. 2015-present

[Oregon Sea Grant](#)

Oregon State University, Corvallis, OR

Accomplishments:

- Supervised four employees and a student worker
- Created a communications strategic plan that supports OSG's strategic plan and emphasizes diversity, equity, inclusion and accessibility
- Developed and implemented an award-winning integrated digital marketing campaign for OSG's 50th anniversary
- Developed and implemented a strategy to maximize dissemination of OSG-related content
- Successfully carried out leadership's charge to transform the team into a service-oriented unit
- Raised Oregon Sea Grant's profile on campus, in the news and on social media
- Chaired successful search for a content strategist
- Served as hiring authority for a social media specialist
- Served as hiring authority for a communications specialist until pandemic halted the search
- Mentored a [PROMISE intern](#) through OSU's Diversity and Cultural Engagement office. Oversaw the production of three videos that he filmed and edited.
- Conducted performance evaluations
- Onboarded and offboarded employees
- Managed production of Confluence, a semiannual newsletter
- Oversaw production of three exhibits at the Visitor Center at the Hatfield Marine Science Center
- Hired a contractor to audit OSG's and Sea Grant's social media and develop a strategic plan for OSG's platforms
- Assigned and approved content that communications team produced
- Edited about 50 impact and accomplishment statements a year
- Uploaded, edited and captioned nearly 4,000 photos on Flickr. I shot about 1,300 of them.

Ongoing duties:

- Manage contractors and a student worker
- Manage media relations
- Shoot and edit photos
- Write and edit content, including impact stories
- Manage projects that include the production of marketing and legislative outreach materials
- Manage OSG's YouTube channel and obtain closed captions through 3Play Media
- Manage OSG's Flickr, Facebook, Instagram, LinkedIn and Threads accounts
- Manage communications budget
- Serve as a liaison with regional and national Sea Grant communicators
- Collaborate with OSU communications units, including Extension Communications, University Relations and Marketing, and News and Research Communications
- Oversee OSG's participation in OSU's annual Dam Proud Day fundraiser

Interim co-director

May 2014-Feb. 2015

Extension and Experiment Station Communications

Oregon State University, Corvallis, OR

- Helped develop an action plan based on recommendations from external review committee to chart the department's direction
- Secured \$52,000 in funding for two outreach projects, which included the production of a 32-page, magazine-style [report about OSU's wine research](#)
- Initiated and led effort to collaborate on grant-funded projects with Ecampus and Professional and Continuing Education
- Maintained intradepartmental communication
- Attended meetings with the dean and other administrators in the College of Agricultural Sciences
- Helped ensure that legislators were aware of OSU's value to Oregonians and the state's industries

News team leader

May 2012-Nov. 2015

Extension and Experiment Station Communications

- Led a team of communications specialists
- Assigned, edited and wrote news releases
- Exercised final authority on sensitive issues and distribution of news releases
- Ensured that strategies for social media and news coverage were implemented
- Oversaw content development for Bridges to Prosperity, a legislative outreach website of impact statements for the Statewide Public Service Programs
- Served as a liaison with kglobal, a D.C.-based PR firm that promoted OSU's agricultural research and Extension work to Congress through the [AgIsAmerica campaign](#)

Science writer

Feb. 2008-May 2012

Extension and Experiment Station Communications

- Collaborated with scientists to educate the public about research
- Wrote [35 stories](#) for *Oregon's Agricultural Progress* magazine and dozens of news releases
- Managed the Facebook and Twitter pages for the OSU Extension Service
- Shot photos
- Produced and edited videos
- Pitched stories to media and tracked the impact
- Provided media training to faculty and students
- Wrote impact statements about the Statewide Public Service Programs
- Traveled to Mexico and Honduras to produce stories, videos and photos about aquaculture research and outreach as a communicator on a \$250,000 grant that the U.S. Agency for International Development awarded to the AquaFish CRSP program at OSU

Editor

Nov. 2004-Jan. 2008

[The Rotarian](#) magazine, Rotary International, Evanston, IL

- Conceptualized, assigned, edited and wrote stories for the monthly magazine (circulation approximately 500,000)
- Coordinated with The Rotary Foundation to profile donors and promote fundraising efforts
- Managed two editors; conducted annual performance appraisals
- Oversaw four sections: Field Reports, Insider, letters to the editor and the calendar
- Hired higher-caliber freelancers and improved the method for assigning stories
- Allocated freelance budget and drew up contracts for writers
- Coordinated with graphic designers on article layout and design
- Participated in interviewing, hiring and training a new associate editor

- Planned and executed lengthy In Focus sections
- Assigned and edited monthly columns on technology and personal finance
- Led monthly review of magazine
- Facilitated improved look and content of Field Reports and Up Front sections
- Traveled nationally and abroad on assignment

Freelance writer

June-Nov. 2004

The Oregonian, Portland, OR; and *Capital Press*, Salem, OR

- Wrote stories about local news, people, events, agriculture and forestry. Shot photos.

Writer

Oct. 2002-May 2004

Oregon City, OR

- Wrote a partially completed book manuscript
- Conducted historical research and interviews involving coaches, players and parents of an Oregon girls' basketball program that produced teams that ranked No. 1 in the nation

Freelance writer

Oct. 2001-Oct. 2002

The Oregonian and *Capital Press*

Freelance writer

Oct. 1996-Oct. 2002

Hemispheres, United Airlines' inflight magazine

- Authored cover story on [Three Perfect Days in Santiago](#) and six other travel articles
- Three Perfect Days story was used as the TV script for a travel piece about Santiago narrated by Lauren Hutton on the *Travel Channel*

Reporter

Dec. 1997-April 2001

Reuters, Santiago, Chile

- Interviewed central bank officials, economists, government ministers, industry analysts, traders and corporate executives
- Wrote features and news on central bank forecasts, macroeconomic indicators, energy, mining, telecommunications, banking, congressional and presidential elections, multinational companies, strikes, trade agreements, legislation, Cabinet shuffles and human rights abuses
- Translated Spanish articles into English and tailored them for an international audience
- Edited copy and wrote headlines
- Coordinated coverage with co-workers and international bureaus
- Supervised English-language service when bureau chief was away for three months
- Trained interns and a part-time reporter
- Always met or exceeded monthly production goals
- Excelled under tight deadlines
- Completed company-sponsored, weeklong trainings in financial reporting and newswriting

Reporter

Dec. 1996-Nov. 1997

Bridge News, formerly *Knight-Ridder Financial News*, Santiago, Chile

- Wrote about equities, central bank, bonds, company earnings, macroeconomic indicators, mining, the electric sector, foreign exchange, ports, banking, pension funds, foreign investment, oil and telecommunications

Freelance writer in Lima, Peru

March-Dec. 1996

Houston Chronicle, *Chicago Tribune*, *The Christian Science Monitor*, *Newsday*, *The (Baltimore) Sun*, *The Andean Report*, and *Contact*, the American Chamber of Commerce's magazine in Peru

- Covered weekend shifts for *The Associated Press*. Published front-page stories in the *Houston Chronicle* during hostage crisis. Wrote financial news about banks, real estate, pension funds, stocks, mining, oil, privatizations and debt swaps. Shot photos.

Reporter

Oct. 1995-Feb. 1996

Statesman Journal, Salem, OR

- Wrote about local news. Published two front-page stories.

EDUCATION

Oregon State University, Master of Fine Arts, creative writing

University of Oregon, B.A., journalism major, Spanish minor

The Official School of Languages in Barcelona, Spain. Certificate of proficiency in Spanish

Multimedia and computer science courses I completed at OSU (I earned an A in all of them):

- ART 263 Digital Photography
- NMC 383 Field Production (video production)
- NMC 481 Post Production (video editing)
- CS 195 Introduction to Web Authoring (website design)

SKILLS

Mac and PC proficient. Experience with Microsoft Teams, SharePoint, Outlook, Drupal, Final Cut Pro, Photoshop, Mailchimp, Zoom, Google Drive, Box, X, Facebook, Instagram, Threads, HootSuite, Later, Beacons, YouTube, Vimeo, Flickr, Canva, WordPress, 3Play Media, Bitly, Extensis Portfolio, and Cision and Meltwater media databases.

LANGUAGES

Spanish: Reading (proficient), writing (intermediate), speaking (intermediate), listening (proficient)

AWARDS

- Gold award -- integrated digital marketing campaign, AVA Digital Awards (2022)
- Award of Excellence -- newsletters produced by 1-2 people, APEX (2019)
- Award of Distinction -- writing, Communicator Awards (2019)
- Gold award -- newsletter, Hermes Creative Awards (2019)
- Gold award -- writing, Hermes Creative Awards (2019)
- Gold Award -- printed marketing materials, Hermes Creative Awards (2018)
- 2 Awards of Distinction -- online science videos, Communicator Awards (2018)
- Gold award -- publications/newsletter, Hermes Creative Awards (2017)
- Award of Distinction -- Videographer Awards (2016)
- First place in newspaper writing, awarded by Association for Communication Excellence (2009)
- Reuters' best feature award for [Two decades later, hope stirs for justice in Chile](#)
- Received the following writing awards from District VIII of the Council for Advancement and Support of Education:
 - Grand Gold for [From Vine to Wine](#) magazine feature (2010)
 - Gold for [Pollination Innovation](#) magazine feature (2017)
 - Gold for [Sampling the Scientist's Life](#) magazine feature (2015)
 - Silver for [Kernel Chemistry](#) magazine feature (2010)
 - Silver for impact statements on OSU's Bridges to Prosperity website (2015)
 - Bronze for [Wet Pet Vet](#) magazine feature (2012)
 - Bronze for [OSU helps turn cancer cell bodyguard into killer](#) news release (2010)