

## TIFFANY WOODS

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### EXPERIENCE

#### Communications manager

Nov. 2015-present

#### [Oregon Sea Grant](#)

*Oregon State University, Corvallis, OR*

#### Accomplishments:

- Supervised four employees and a student worker
- 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
- Developed and implemented a strategy to maximize dissemination of OSG-related content
- 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 strategy
- Assigned and approved content that communications team produced
- Developed and implemented an award-winning integrated digital marketing campaign for OSG's 50<sup>th</sup> anniversary
- 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.
- Created a communications strategic plan that supports OSG's strategic plan and emphasizes diversity, equity, inclusion and accessibility

#### 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 co-PI on a \$250,000 grant that the U.S. Agency for International Development awarded to the AquaFish Innovation Lab at OSU

### **Senior editor**

Nov. 2004-Jan. 2008

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

- Conceptualized, assigned, edited and wrote stories for the monthly magazine (circulation 490,000)
- Coordinated with The Rotary Foundation to profile donors and promote fundraising efforts
- Managed two associate 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 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* and *The Andean Report*, Peru's business weekly

- 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**

*Statesman Journal*, Salem, OR

Oct. 1995-Feb. 1996

**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)

**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)
- Received the following writing awards from District VIII of the Council for Advancement and Support of Education:
  - Gold for [Pollination Innovation](#) magazine feature
  - Grand Gold for [From Vine to Wine](#) magazine feature
  - Gold for [Sampling the Scientist's Life](#) magazine feature
  - Silver for [Kernel Chemistry](#) magazine feature
  - Silver for impact statements on OSU's Bridges to Prosperity website
  - Bronze for [OSU helps turn cancer cell bodyguard into killer](#) news release
  - Bronze for [Wet Pet Vet](#) magazine feature
- \$750 travel grant from University of Minnesota to attend the National Extension Climate Science Initiative Conference and In-service Workshop in Cloquet (Oct. 28-30, 2013)
- Selected to attend the 2011-12 Western Extension Leadership Development program
- First place in newspaper writing, awarded by Association for Communication Excellence (2009)
- All-expenses-paid travel grant from German government to participate in a tour for media representatives called "From Agro-Farming to Energy Farming: The Role of Green Energy in German Agriculture" (Oct. 4-10, 2009)
- Reuters' best-feature award for [Two decades later, hope stirs for justice in Chile](#)
- \$10,000 scholarship from the Miami-based Inter American Press Association to travel to Peru to study and work (1996)
- Ranked No. 1 in Pacific Northwest in persuasive speaking at national qualifier tournament; competed at two national championships as a member of University of Oregon's forensics team
- National Forensic League's Degree of Distinction

## **SKILLS**

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

## **SERVICE**

- Member of OSU's Faculty Senate, represented College of Agricultural Sciences (2012-14)
- Member of planning committee for Western Extension Leadership Development training program (2012-15)
- Served on steering committee for the 2012 and 2013 Magic Barrel, a literary fundraiser for Linn Benton Food Share
- Helped coach Special Olympics track and field team in Benton County in 2013

## **LANGUAGES**

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

## **PRESENTATIONS**

- Taught Oregon Sea Grant's sustainability interns and summer scholars how to shoot and caption photos and write blog posts and tweets about their internships (6/13/22)
- Taught OSG's summer scholars how to shoot, crop and caption photos (6/17/19)
- Taught OSG's summer scholars how to shoot, crop and caption photos and how to write tweets about their internships (6/18/18)
- Participated on a panel about science communications during the annual conference of the Pacific branch of the Entomological Society of America in Portland (4/4/17)
- Facilitated discussions on leadership during OSU's Natural Resources Leadership Academy in Bend (2014 and 2015)
- Led webinar on "[Writing About Impact](#)" at a training for OSU Extension county leaders (6/12/15)
- Conducted media training for OSU Extension faculty in Lane County (4/13/15)
- Conducted media training at a conference of the Society of Northwestern Vertebrate Biologists in Portland (2/24/15)
- Conducted media training for graduate students at the Research Advances in Fisheries, Wildlife, and Ecology Symposium at OSU (2/20/14)
- Conducted media training for OSU Extension faculty in Washington County (2015)
- Guest lectured about working with media for the OSU class FW 489 Effective Communications in Fisheries and Wildlife Science (5/20/14)
- Taught OSU Extension faculty in Washington and Multnomah counties how to write impact statements (9/22/14)
- Taught OSU faculty with the Oregon Wine Research Institute about science writing (4/22/14)
- Collaborated with OSU's News and Research Communications department to provide media training to faculty in OSU's College of Agricultural Sciences (12/3/13)
- Taught OSU Extension staff in Union County how to work with local media (2013)
- Taught OSU Extension staff in Deschutes County how to use social media (2013)
- Led a workshop on using Facebook and Twitter during OSU Extension's Spring Training in Corvallis (5/1/12)
- Conducted a media training at OSU for 4-H high school state ambassadors (11/11/11)

- Provided science communications training to 20 scientists on a \$20 million grant during a U.S. Department of Agriculture workshop at the University of Idaho in Moscow (May 2011)
- Presented "5 Tips to Increase Your Media Coverage" during OSU Extension's Spring Training in Corvallis (2010)
- Conducted a media training for FFA students at an FFA meeting at OSU (7/16/09)
- Led a workshop on "Working with Local News Media" during OSU Extension's Spring Training in Corvallis (4/16/09)
- Guest lectured on media relations and message development in professor Sam Chan's fisheries and wildlife capstone class at OSU (4/2/09)
- Taught 4-H faculty in Washington and Multnomah counties how to pitch stories to media and helped them create a communications strategy (2009)
- Conducted media training for OSU Extension faculty in Clackamas County (2008)
- Conducted media training for OSU Extension faculty in Lane County (9/5/08)
- Co-presented with Peg Herring on science writing at the Association for Communication Excellence annual conference in Traverse City (2008)
- Guest lectured on agricultural journalism in the advanced reporting class at the University of Oregon's School of Journalism and Communication (10/21/08)
- Guest lectured on financial journalism in the advanced reporting class at the UO (2001)
- Guest lectured on foreign correspondence in the international journalism class at the UO (2001)