

ABBEEY L. WOODCOCK

EDUCATION

**Master of Science
Communications and Information Management**
Bay Path University; Longmeadow, Mass.
Magna Cum Laude, October 2011

**Bachelor of Arts
Communication Studies and English (Dual Degree)**
Canisius University; Buffalo, N.Y.
Cum Laude, May 2007

RELEVANT PROFESSIONAL EXPERIENCE

- Owner/Cheesemonger** **Callee1945, Oneida, NY** November 2020-Present
- Responsible for all aspects of the business including retail, merchandising, ordering, marketing, and business functions.
 - Educate customers and the community at large about specialty cheese through education programs, daily tastings, and media.
 - Travel to industry events, trade shows, farms, and cheesemaking facilities to further personal and local community education.
 - Represent small businesses and cheese shops in the media, on appropriate committees and organizations.
 - Voted Best Atmosphere, Best Bar/Lounge, Best Martini, Best Wine List, and Best Organic Food Store by readers of the Oneida Dispatch.
- Operations and Marketing Consultant** **Abbey Woodcock, Inc, Oneida, NY** August 2013 - Present
- Plan, organize, direct, and coordinate team growth and improve efficiencies for large multi-functional organizations.
 - Create, edit, and distribute compelling copy for engagement pieces as well as long-copy sales pages distributed to 500,000+ subscribers.
 - Plan, execute, and evaluate communications, social media, and product launches for multi-million dollar businesses.
 - Responsible for all marketing content and organizational management for New York Times best-selling author Ramit Sethi.
 - Routinely out-perform projections and sales goals during launches and promotional events.
- Founder** **Freelance Co-op, Oneida, NY** April 2017 - Present
- Provide comprehensive mentorship, support, and resources to freelancers navigating various aspects of their businesses, including time management, legal, financial, and planning.
 - Coordinate diverse stakeholders, including freelancers, government agencies, and grant organizations, to effectively convey information, pitch ideas, and advocate for resources.
 - Extensive grant writing during the Covid-19 response, resulting in millions of dollars of successful grant applications and financial support for freelancers.
 - Design and implement programs and courses aimed at assisting freelancers in setting and achieving their business goals, as well as evaluating the effectiveness of these programs to inform future initiatives and improvements.
- Incident Commander/Operations Section Chief** **Team Rubicon, El Segundo, CA** Oct. 2011 - Sept. 2018
- Orchestrated and directed large-scale disaster response operations as Incident Commander for two major incidents, applying comprehensive planning, organizational, and coordination skills to oversee multifunctional teams in providing critical support and services to affected communities.
 - Developed comprehensive logistics, training, and operations manuals for the chainsaw program at Team Rubicon, streamlining procedures and ensuring operational efficiency in the deployment and utilization of resources during disaster response efforts.
 - Served as Operations Section Chief for multiple disaster response operations, effectively coordinating with internal teams and external stakeholders including city government, first responders, government agencies, and NGOs to facilitate seamless collaboration and alignment of efforts.
- Co-Founder** **Dieteman Technology Consulting, Oneida, N.Y.** 2012-March 2014
- Recommend and implement technology and marketing solutions for small businesses.
 - Featured on Forbes.com, Success Magazine, Physicians Practice Magazine, and Yahoo! Homes.
- Regional Communications Director** **United Methodists Volunteers in Mission (UMVIM), Syracuse, N.Y.** 2012-2014
- Maintained website, email list, and social media profiles for Upper New York UMVIM and UMCOR (United Methodist Committee on Relief).
 - Served on the regional steering committee and worked closely with regional as well as national directors.
 - Served as liaison to national and regional media during local and regional natural disasters.
 - Planned and executed events, press conferences, and fundraisers.
- Central Scheduler/Marketing Assistant** **Oneida Healthcare Center, Oneida, N.Y.** 2010-August 2013
- Developed and distributed marketing content for the Radiology Department; managed department data.
 - Conceptualized and created a viral YouTube dance video, which engaged 200 staff members and generated extensive community support.
 - Improved customer satisfaction survey scores by providing customer service mentoring and education.
 - Addressed internal communications gap by instituting and maintaining Oneida Healthcare employee newsletter.
 - Scheduled all surgical, endoscopic, and cardiac testing appointments often under immense pressure.
- Marketing and Events Coordinator** **Vernon Downs Casino, Vernon, N.Y.** 2009-2010
- Planned, organized, scheduled, implemented and evaluated events including monthly VIP parties for 100-200 valued players, quarterly concerts with attendance ranging from 3,000-10,000, and meetings and dinners for stockholders, administration, or VIPs.
 - Promoted events through content, press releases, social media, direct mail, telemarketing, and media interviews.
 - Maintained social networking sites, wrote website copy, and oversaw web and graphic designers.

Production Editor	Eagle Newspapers, Syracuse, N.Y.	2007-2009
<ul style="list-style-type: none"> Directed the production process of 15 weekly newspapers (including 26 employees) from inception to completion, demonstrating comprehensive planning, organization, and coordination skills to ensure timely delivery of high-quality content. Spearheaded the transition of production operations from in-house printing to outsourced printing, implementing updated staff protocols, new file formats, and stricter deadlines to streamline workflow and enhance efficiency. Orchestrated storyboard planning, story assignments, editing, graphic design, and pagination activities, overseeing a multifunctional team to maintain consistency and quality across all publications. 		

SIGNIFICANT NONPROFIT LEADERSHIP POSITIONS

Local Planning Committee	NYS Downtown Revitalization Initiative, Oneida, N.Y.	2021 -Present
<ul style="list-style-type: none"> Collaborated with local stakeholders and government officials to develop a comprehensive Strategic Investment Plan aimed at maximizing the impact of \$10 million in state funding allocated for the revitalization and expansion of the Downtown area of Oneida, NY, demonstrating strategic planning, analytical, and decision-making skills to prioritize projects and initiatives for the community's benefit. Played an integral role in the implementation of the Strategic Investment Plan for the Downtown Revitalization Initiative, leveraging expertise in urban planning, economic development, and community engagement to evaluate and facilitate the successful execution of projects aimed at enhancing infrastructure, promoting economic growth, and fostering a vibrant and sustainable downtown environment in Oneida, NY. 		
Publicity Chair	Oneida City School District Foundation, Oneida, N.Y.	July 2023 - Present
<ul style="list-style-type: none"> Direct all publicity efforts for fundraising initiatives of the Oneida City School District Foundation, effectively communicate the organization's mission, goals, and impact to diverse stakeholders through various channels, including social media, press releases, and community events. Implement strategic publicity campaigns to promote fundraising events and initiatives, leveraging exceptional communication and marketing skills to increase awareness, engagement, and support for the Foundation's endeavors within the community and beyond. 		
Board of Directors	Greater Oneida Chamber of Commerce, Oneida, N.Y.	Feb 2019- Feb 2024
<ul style="list-style-type: none"> Actively represented and supported local businesses in the Oneida community as a dedicated member of the Board of Directors at the Greater Oneida Chamber of Commerce, advocating for their interests, addressing challenges, and fostering collaborative initiatives to promote growth and prosperity. 		
Marketing Committee Chair	United Way of Madison County, Oneida, N.Y.	Feb 2020 - Feb 2024
<ul style="list-style-type: none"> Directed marketing efforts for the United Way of Madison County, playing a pivotal role in funding local nonprofit organizations dedicated to enhancing the health, education, and financial stability of residents in Madison County. Provided leadership and support during the merger and reorganization of the United Way of Madison County, collaborated with committee members and key stakeholders to navigate challenges, streamline processes, and enhance the effectiveness and impact of the organization's mission. 		
Publicity Chair/Founding Member	Long Term Recovery Group, Oneida, N.Y.	June 2013-June 2014
<ul style="list-style-type: none"> Collaborated with local officials to establish the Oneida Long Term Recovery Group in the wake of the 2013 Flood, providing expert consultation and guidance on the setup and operation of the group aimed at coordinating information and resources from diverse stakeholders, including FEMA, NYS government, and local NGOs. Utilized strategic planning and advisory skills to ensure effective communication, collaboration, and coordination among all parties involved in long-term recovery efforts. 		
Leadership Team Member	Red Bird Mission Team, Oneida, N.Y.	1997-2014
<ul style="list-style-type: none"> Spearheaded the development and execution of fundraising initiatives for the Red Bird Mission, leveraging strategic planning and innovative approaches to secure financial resources in support of the organization's mission to serve underserved communities in Beverly, KY. Implemented successful campaigns to generate donations, sponsorships, and grants, resulting in increased funding for charitable programs and services. Managed a dedicated corps of 30+ volunteers for charitable homebuilding efforts in Beverly, KY, coordinated logistics, assigned tasks, and ensured the successful completion of week-long projects. 		

PROFESSIONAL CERTIFICATIONS

National Incident Management System (NIMS)
<ul style="list-style-type: none"> ICS-300: Intermediate Incident Command System (ICS) for Expanding Incidents, ICS-400: Advanced ICS for Command and General Staff, IS-00029: Public Information Officer Awareness, IS-00702: NIMS Public Information Systems, IS-00800: National Response Framework, ICS-200: ICS for Single Resources and Initial Action Incident, IS-00042: Social Media in Emergency Management, ICS-100: Introduction to Incident Command System
National Wildfire Coordinating Group (NWCG)
<ul style="list-style-type: none"> NWCG S212 Wildland Fire Chainsaws and Storm Debris Removal
Wisconsin Dairy Farmers
<ul style="list-style-type: none"> Cheese State Scholar Program

AWARDS/PROFESSIONAL RECOGNITION

New Business of the Year, Greater Oneida Chamber of Commerce 2024
40-Under-40, CNY Business Journal, 2023
Empire Award, NYS Senate, 2020
Woman of the Year, CNY Woman Magazine, 2020
Member of the Month, Greater Oneida Chamber of Commerce, December 2019
Emerging Leader, Small Business Administration, 2019
GSD Award, Team Rubicon, 2017