

LEXIE WOODWARD, PCED

P.O. Box 3206, Page, Arizona 86040 | 503.502.4404 | lexie.woodward@gmail.com

--ECONOMIC DEVELOPMENT MANAGER-- --TOURISM DIRECTOR--

QUALIFICATIONS PROFILE

Well-organized, multifaceted, and goal oriented professional, offering hands-on experience in project coordination/management with a focus on community economic development within federal, state, and municipal government, as well as nonprofit organizations.

Displays strong capability in handling multiple management roles for start-up programs to achieve organizational goals and objectives. Demonstrates efficiency in leading change; as well as developing and implementing innovative processes. Excels at administering promotional activities and organizational operations toward community development. Exemplifies extensive background in interacting with people from diverse cultures and backgrounds to foster growth and development within and outside the organization. Bilingual in English and Spanish.

CORE COMPETENCIES

- Community Development
- Economic Development
- Volunteer Management
- Cultural Competency
- Promotional/Marketing Strategy and Execution
- Project Management/Facilitation
- Community Assessment and Action
- Event Planning and Coordination
- Tourism Management
- Leadership and Cross-functional Collaboration

EDUCATION

Three-Year Program: 2014; 2015; 2016

MIDWEST COMMUNITY DEVELOPMENT INSTITUTE, MOLINE, IL

Master of Science in Recreation, Park, and Tourism Administration

with Focus in Community and Economic Development: GPA: 3.84/4.0: 2016

WESTERN ILLINOIS UNIVERSITY, MACOMB, IL

Bachelor of Arts in Liberal Studies with Focus in International Studies Latin America: 2010

PORTLAND STATE UNIVERSITY, PORTLAND, OR

Study Abroad Program: 2010

MELBOURNE UNIVERSITY, MELBOURNE, AUSTRALIA

Study Abroad Program: 2008

LA ESCUELA DE IDIOMAS, GUANAJUATO, MÉXICO, MEXICO

RELEVANT EXPERIENCE

Economic Development Coordinator | CITY OF PAGE, PAGE, AZ

Mar 2017–Aug 2018

- Served as an integral member of city staff to perform professional-level community and economic development work by planning, organizing, and implementing economic development functions of the city.
- Researched and presented economic development strategies and options, including housing
- Identified new opportunities for tourism, events, and businesses, while assisting existing businesses
- Created and utilized promotional and marketing tools and materials
- Acted as representative of the city at local, regional and international meetings and conferences
- Worked with the Chamber of Commerce, Visitor Center, Small Business Development Center, Northern Arizona Association of Governments, Community College, National Park Service, County, and more
- Managed the Community Development Advisory Board
- Assisted with the implementation of the citywide Park Master Plan
- Promoted existing events and practiced event attraction, as well as existing businesses
- Practiced retention and expansion, as well as new business attraction
- Facilitated the pre-planning of downtown revitalization
- Supervised two astro-tourism interns

Notable Accomplishments:

- ✓ Wrote and was awarded a Community Planning Assistance Team grant from the American Planning Association
- ✓ Demonstrated excellent performance and professionalism, thus receiving 3.8 out of 5 during annual performance evaluation
- ✓ Created the FY18 and '19 marketing plans and FY18 and '19 Strategic Economic Development Plan
- ✓ Created a resident/worker and business attraction video
- ✓ Was integral in the creation of the Page Area Grand Spiral, part of a larger county astro-tourism initiative
- ✓ Was the lead for the 2018 Comprehensive Housing Study and subsequent Housing Plan

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Owner | LEXIE WOODWARD CONSULTING, PAGE, AZ

Jul 2016–March 2017

- Offered consulting services on tourism and marketing for various entities

Notable Accomplishments:

- ✓ *Facilitated two classes on Facebook for Community Economic Developers at the Midwest Community Development Institute, as well as Facebook and marketing classes to Heroes of the Game Inc., Forster Products, and Community Bank*
- ✓ *Conceptualized and implemented a marketing plan for Carroll County Hotel/Motel Tax Board, including tourism/leisure programming and two blog posts, while regularly posting updates to their Facebook page and website*

Planning and Digital Content Fellow | BLACKHAWK HILLS REGIONAL COUNCIL, STERLING, IL

Oct 2016–Mar 2017

- Took charge of writing monthly e-newsletter, as well as posting and editing the organization's website and Facebook page
- Provided hands-on support with various events, including serving as a panelist for the millennial attraction and retention panel during the Fall Development Summit
- Conducted comprehensive research of grants and software programs
- Drafted a recreation trail intercept survey, including recommending a statistically valid intercept method

Community Economic Development Intern | CITY OF LANARK, LANARK, IL

Aug 2015–Jul 2016

Member | AMERICORPS, LANARK, IL

Aug 2015–Jul 2016

- Spearheaded various activities to market and promote the city to existing and potential residents through regular updates of Facebook account, relationship building with Thomson Federal Prison, and creation of customized Welcome Wagon bags
- Rendered support to business retention and expansion through survey's and questionnaires for presentation to the City Council and Chamber of Commerce
- Functioned as member of various committees and groups, including Cornucopia Committee, Old Settler's Days and Celebrate Lanark! Committees, Partners in the Park City Board, Transformers Team, Jingle Fest, Explore Lanark, Chamber of Commerce, Small Business Saturday, and City Economic Development Committee
- Planned and coordinated the city-wide Electronic Recycling Day with a group of approximately 20 volunteers

Notable Accomplishments:

- ✓ *Made it possible for the city to achieve the Carson DeJarnatt Economic Development Award; thus earning recognition as the Grand Marshall of the City's Old Settlers Day Parade*
- ✓ *Earned a certificate of appreciation from the Office of the Governor, Illinois Commission on Volunteerism and Community Service for outstanding contributions on behalf of the people of the State of Illinois*
- ✓ *Created an active TIF Downtown Façade Program*

Coordinator | PEACE CORPS PREP COORDINATOR AND PEACE CORPS CAMPUS RECRUITER, MACOMB, IL

Sep 2014–Jun 2015

Member | AMERICORPS, MACOMB, IL

Sep 2014–Jul 2015

- Worked in collaboration with 30 returned Peace Corps volunteer university faculty/staff, 22 university departments, and 6 multicultural university organizations
- Fostered and cultivated relationships with on-campus stakeholders/partners, along with campus stakeholders/partners
- Contributed to the creation and launch of new program with more than 75 attendees
- Led the recruitment of five preppers, while interacting with 53 students interested with the Peace Corps service

Notable Accomplishments:

- ✓ *Exemplified skills in conducting 23 class talks, 11 information sessions, 2 application workshops, panels, and/or other presentations, while attending nine career fairs*
- ✓ *Designed the organization's Facebook page, including regular posting of updates*
- ✓ *Drafted an article for the Honors College Dignitas and the health center's Student Health 101 newsletters*

Food Security and Agriculture Extensionist | PEACE CORPS, NICARAGUA

May 2010–May 2012

- Provided support to two all-female microcredit banks through organizational management, as well as savings and credit practices
- Facilitated lessons and hands-on activities on homemade animal feed, natural medicine, soy, safe chemical application, organic fertilizers, and more
- Introduced the use of drip water irrigation technology, formed a management/beneficiary group and installed one
- Administered the planning and organization of an educational pool tournament with 25 male participants with focus on risks of agriculture chemical exposure, sexually transmitted diseases, homemade agriculture chemicals, and proper animal feed

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Notable Accomplishments:

- ✓ Acquired funding and managed the following projects:
 - Energy and Climate Partnership of the Americas Small Project Assistance (EPCA SPA) of the United States Agency for International Development (USAID) for the building of improved ovens at 15 different residences
 - EPCA SPA of the USAID for a municipal-wide biodigester (biofuel generated by a mixture of water and manure) project for the building of improved stoves at eight residences

OTHER EXPERIENCE

Farmer's Market Manager CORNUCOPIA, CITY OF LANARK FARMER'S MARKET COMMITTEE	Aug 2016–Oct 2016
Outside Sale Trainee PLATT ELECTRIC, BEAVERTON, OR	Jul 2013–Jul 2014
Associate THE HOME DEPOT, TIGARD, OR	Jul 2012–Apr 2013
Waitress PLAYERS, LAKE OSWEGO, OR	Jul/Aug 2008–Apr 2010
International Student Mentor PORTLAND STATE UNIVERSITY, PORTLAND, OR	Jan 2009–Jan 2010
Waitress THE MACARONI GRILL, TUALATIN, OR;	Apr 2007–June 2008
Waitress HEATHMAN HOTEL, ASHLAND, OR	Apr 2005–2007

PROFESSIONAL DEVELOPMENT

Certifications:

Professional Community Economic Developer (PCED), Community Development Council: 2016

Training:

Executive Leadership Academy for Regional Success (AZ): 2018
Arizona Governor's Conference on Tourism (AZ): 2017; 2018
International Economic Development Council Leadership Summit (NV): 2017
Arizona Association for Economic Developers Spring Conference (AZ): 2017
Rural Community Economic Development Conference (IL): 2015; 2016
AmeriCorps' Disaster Corps Training (IL): 2015/16
CPR/AED/First Aid Certification (IL): 2016
Toastmaster's Competent Communicator and Leader Programs (OR): 2014
Platt Electric Sales Education, BASE 1, 2, 3, & 4 (OR): 2014
Oregon Zoo Guide Training (OR): 2013
Not for Sale Summit, (DC): 2010
Intercultural Leadership Workshop, Portland State University (OR): 2009
Comprehensive Organic Gardener Course (OR): 2009
Not for Sale Abolitionist Academy (CA): 2009

AWARDS

Recognition for Outstanding Contributions on Behalf of the People of the State of Illinois, Office of the Governor, Illinois Commission on Volunteerism and Community Service: 2016
Recognition of the Hard Work and Commitment to the Community, World Affairs Council of Oregon: 2008
Outstanding Programming and Community Building through the *Price of Sugar* event, Portland State University: 2008

PROFESSIONAL AFFILIATIONS

Arizona Association of Economic Developers: Current
Western Illinois University Alumni Association: Current
World Affairs Council of Oregon, Young Professionals Member: 2008

VOLUNTEER ACTIVITIES

Animal Shelters (OR, IL, AZ): Cascade Ferret Rescue | McDonough County Animal Shelter | Heartland Pet Welfare | Page Animal Adoption Agency
Food Banks (IL, AZ): Soup N' More | Circle of Page
Board Member (OR): MEJOR (BETTER) Communities
State Director of Oregon (OR): Not for Sale Campaign
Big Brother Big Sister Program (OR)
Beginners Speed Skating Class (OR)