

TRACEY PALMER WOOD

703-550.1344

twood@inkwellduck.com

Capture Management Expert ▪ Federal Government Contract & Proposal Specialist ▪ Government Communications & Marketing Consultant ▪ Team Builder ▪ Creative Problem Solver

PROFESSIONAL PROFILE

Seasoned, skilled and accomplished capture manager with extensive experience assisting companies and nonprofit organizations with securing government contracts and grants. Design and manage key elements in procurement win including comprehensive research, multi-side relationship building, and solid strategy and approach development, clearly presenting every aspect of opportunity pursuit. With both detail, futuristic, and "big picture" views of the opportunity and bid, achieve wins for all involved. Excellent verbal and written communicator, building strong working teams knowledgeable in developing blueprints for business growth and project capture.

CORE COMPETENCIES

- ▶ Excellent leader and manager with ability to work alone and with developed teams
- ▶ Proven track record of "fire in the belly" motivation to succeed, sell, obtain business and win
- ▶ Strong decision maker
- ▶ Entrepreneur: business founder/owner for 20+ years
- ▶ Top-notch negotiator
- ▶ Exceptional public speaker / presenter, including development and writing of presentations

PROFESSIONAL HONORS

Silver Inkwell Award 2003 Campaign – Organizational Communications

Silver Inkwell Award 2003 – Planning and Auditing

The Silver Inkwell Award is the premier award presented to business communicators by the International Association of Business Communicators (IABC)

2000 Par Excellence Award - IABC U.S. District 3

2003 Par Excellence Award – IABC U.S. District 3

PROFESSIONAL EXPERIENCE

Inkwell Duck, Incorporated, Lorton, VA

1989 - Present

PRESIDENT / OWNER

Founded business-to-government marketing communications consulting firm providing specialized services to business and nonprofit organizations seeking government contracts or grants. Direct all activities resulting in successful development, submission and winning of said grants or contracts, including research, analysis, writing, marketing and assistance with presentations. Excellent mastery of FAR / DFAR (Federal Acquisitions Regulations/Defense) with accurate attention to details and great time management skills. Maintain 100% full compliance success rate on proposals submitted and has made every deadline in the past 25-years. Capacity to deliver well under stress with distinguished proposal win rate.

Army Community Service (ACS) / DOD, US Army, Wurzburg, Germany 1986 – 1989
SPOKESPERSON / SOCIAL SERVICES REPRESENTATIVE COUNSELOR

Developed and wrote proposals to secure funds for counseling center projects and programs. Built exceptional verbal and written communication skills needed for job-specific public speaking, training, writing and public relations; used continually in developing, writing and presenting weekly on-air radio spot, PSAs and radio interviews. Crafted Q&A column for military community newspaper, conducted trainings/briefings, provided counseling services to overseas military community of 16,000 and restructured programs to meet arrival, departure and cultural adjustment needs of the community.

The World Bank, Washington, DC 1983 – 1986
PUBLICATIONS ASSISTANT

While full-time undergraduate student worked 25-30 hours/week, searching computer files and stacks to locate/determine status of internal/external publications. Prepared monthly/quarterly financial reports and staff research statistics, acquiring required security clearance in the process. Created computerized inventory database of publications and studied cross-cultural communication to enhance interactions with international clients and coworkers.

Howard University Law School/Department of International Affairs, Washington, DC Spring 1984
PROPOSAL WRITER / ASSISTANT EVENT COORDINATOR – INTERN

Coordinated with US Department of State, World Bank, several African Embassies, the Agency for International Development, Africare and others to provide secondary/primary economic research in preparation for "Minority Involvement in Development" Conference in March, 1984. Researched/gathered data on world economic conditions and prepared proposals to fund economic development conferences.

EDUCATION & PROFESSIONAL DEVELOPMENT

Master of Science: Communications Management, 2005

Syracuse University – SI Newhouse School of Public Communications, Syracuse, NY

- ▶ Master Capstone: *Integrated Marketing Communications for Government Contracting*

Bachelor of Arts: Economics, 1985 - **Howard University**, Washington, DC

- ▶ Undergraduate Noteworthy Contribution: *Cost-Benefit Analysis of Education*

Completed business courses at undergraduate and graduate levels in the following disciplines:

- ▶ Finance, Accounting, Management, Business/Communication Law, and Marketing
- ▶ Graduate level courses in Group Dynamics and Negotiations

High School Diploma (High Honors), Jefferson High School, Portland, OR - 1981

Certificate in Marketing, 2010– **Georgetown University**, Washington, DC

Non-Fiction Writing Program, 1991 – Writer's Digest School, Cincinnati, OH

PROFESSIONAL AFFILIATIONS

National Contract Management Association (NCMA) – Lifetime Membership Status

- ▶ Hold variety of leadership roles in three (3) local chapters of NCMA

International Association of Business Communicators (IABC) – 500 Club Lifetime Member

- ▶ Accredited Business Communicator (ABC)

- ▶ Have and continue to hold many leadership positions within IABC

American Marketing Association (AMA) – Member, DC Chapter

Mount Vernon – Lee District Chamber of Commerce (Board Member)

Delta Sigma Theta Public Service Sorority