

Founder's Resume

Tracey P. Wood

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Education

Master of Science (Communications Management) *Syracuse University, SI Newhouse School of Public Communications*, Syracuse, NY 2005

Bachelor of Arts (Economics) *Howard University*, Washington, DC 1985

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

Non-Fiction Writing Program, *Writers' Digest School*, Cincinnati, OH 1991

Word Processing Course, *Washington School for Secretaries*, Washington, DC 1982

Experience

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|------------------------|----------------------------------|-----------------------|
| President/Owner | Inkwel Duck, Incorporated | 1989 – Present |
|------------------------|----------------------------------|-----------------------|
- Established this Business/Government communications consulting firm in August of 1989.
 - Serving as President of the firm for almost 20 years specializing in establishing government relations for businesses that are interested in government contracting.
 - Works with businesses to secure government contracts.
 - Works with nonprofits to secure government grants.
 - Uses thorough investigative research skills to determine appropriate projects, competitors' weakness, and likelihood of a win.
 - Innate analytical ability to process RFPs and determine what it takes to win the contract or grant. Studying and applying Federal Acquisition Regulations (FAR).
 - Writes winning proposals to secure government contracts and various grants.
 - Provides strategies and contract/grant capture support for clients (i.e., ORACLE, Rainbow Push and others).
 - Contracted by the US Department of Treasury, US Postal Service, and US Small Business Administration (SBA) for training and communications projects.
 - Tailors individual business consulting to mobilize company efforts.
 - Consulted via mass media as a WBZS business radio talk show host. Took on-the-air phone questions and interviewed expert guests.
 - Published feature writer for local and worldwide military magazines and newspapers.
 - Delivers well-crafted proposals with sound strategy and provides communications support via marketing and public relations to establish government relations for clients.

Professional Affiliations—

National Contract Management Association (NCMA)

- Lifetime Membership Status
- NCMA/Pentagon Chapter
 - Speaker and workshop participant
- NCMA/Tysons Chapter
 - Training to become a contract trainer
- NCMA/Washington, DC Chapter
 - 10 year membership pin

International Association of Business Communicators (IABC)

- 500 Club Lifetime Member
- Accredited Business Communicator (ABC)
- IABC/Washington, DC Chapter
 - Seven years on the Board
 - Regional District Par Excellence Leadership Recognition
- Independence Group
- Government Communicators Group
- Senior Communicators Council

American Marketing Association (AMA)

- AMADC Chapter

Community Affiliations—

- South Fairfax Chamber of Commerce
- Mount Vernon-Lee District Chamber of Commerce (board member)
- Delta Sigma Theta Public Service Sorority
- Howard University Alumni Association
- Syracuse University Alumni Association

Awards—

- Silver Inkwell Award 2003 Campaign—Organizational Communications
- Silver Inkwell Award 2003 Planning and Auditing
- 2000 Par Excellence Award—IABC US District 3
- 2003 Par Excellence Award—IABC US District 3