

TYFFANI T. WINGFIELD

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Dear Human Resources:

As a senior communications executive, I work closely with the senior and executive-level leaders to provide executive communications, strategic planning, and policy development services.

With over fourteen years' experience, I am proficient in: 1) writing and editing speeches, journal articles, editorials, research proposals, book chapters, and white papers; 2) preparing presentations and publications materials (briefs, press releases, reports); 3) managing editorial processes and timelines; 4) leading print and social media marketing efforts (pamphlets, brochures, websites, blogs, and etc.); and 5) providing communication consulting services (executive coaching of leaders on how to best communicate organizational goals and objectives). My communications capabilities range from writing very technical and/or scientific material for highly specialized audiences, to very general material at the "3000-foot view" for student and/or public audiences.

In addition, I am experienced in managing national and international strategic development and policy improvement efforts for executive and senior leadership of government, nonprofit and educational institutions, to include: 1) conducting research surveys; 2) researching career, workforce and leadership development trends; and 3) researching and implementing statistical analyses, measurement and assessment strategies. I also have experience working with leadership officials to: 1) promote and establish organizational policies and procedures which follow recognized standards; 2) understand industry standards and best-practices, and direct initiatives for implementation; 3) analyze and define operational processes, related policies, and organizational structure and personnel; 4) compile qualitative and quantitative data and report on the results thereof as it relates to organizational strategic efforts; and 5) participate in proactive team efforts to achieve departmental and organizational goals.

As a Ph.D. candidate, I am currently working to complete my dissertation and receive my degree in Organizational Management with a focus in Executive Leadership. My anticipated date of graduation is winter 2011. My proposed study uses a quantitative research methodology to study the influence of credibility on organizational leadership. This degree will allow me to more efficiently and effectively work with board, corporate/senior and staff members to communicate organizational management policies that help to: 1) create, communicate, sustain and evaluate organizational development strategies, 2) influence and promote dynamic organizational teams and culture, and 3) promote organizational competitive advantage.

To add, I am proficient in using a variety of computer software for data analysis, presentation and research management and review purposes. I am also able to work efficiently and accurately under pressure, and I can think critically and apply established guidelines and precedents to any assigned project. Along with my strong written, oral and interpersonal skills, breadth and array of technical skills, experience and knowledge, I also possess excellent organizational skills that allow me to direct personnel and manage multiple projects within a team environment or independently.

At your earliest convenience I look forward to speaking with you regarding my strong interest in this position.

Thank you for your time and consideration.

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STRATEGIC COMMUNICATIONS EXECUTIVE ORGANIZATIONAL DEVELOPMENT & STRATEGY

PROFILE & VALUE

Extensive senior leadership experience – Provide executive consultative services to senior and executive-level leaders to include: 1) speechwriting; 2) presentation preparation and publication development; 3) editorial process management; 4) marketing; and 5) executive coaching.

Strong orientations in strategic development and quality improvement – Define organizational strategy and success criteria for the future; translate and prioritize strategy into defined tactics, initiatives and timelines; develop and implement assessment and measurement tools (models, techniques, and methods); evaluate research data and assess organizational effectiveness.

Effective and accountable program management – Increase organizational growth by delivering new projects, and administering and executing organizational processes and disciplines in the areas of: talent management, training and development, and process improvement.

QUALIFICATIONS & EXPERTISE

Executive Communications & Coaching
Technical Writing/Editorial Review
Organizational Development & Branding
Public Relations & Media Management
Strategic & Operational Planning
Policy Development
Organizational Measurement and Assessment
Research Development
Management Consulting
Change Management & Process Improvement
Talent Management
Resource Development

PROFESSIONAL EXPERIENCE

CHIEF PRINCIPAL and FOUNDER ~ June 2010 to Present

The Wingfield Group, LLC, Washington, DC

Responsibilities:

- ❖ Work closely with domestic and international professional, government and nonprofit organizations to provide executive and strategic communications services for the development, implementation and evaluation of integrated communications strategies
- ❖ Partner with organizations to seek opportunities to campaign, promote, and advocate organizational initiatives, goals/objectives, and/or products; promote a unified public image by developing, implementing and evaluating the effective roll-out of organizational brand identity; build internal and external communications' capacities for organizations by setting internal and external communication standards, guidelines, and processes while proactively reaching out to and supporting executive and senior leaders
- ❖ Create, edit and finalize written collateral for executive and senior leaders to include: speeches, journal articles, editorials, research proposals, book chapters, white papers, presentations and publications materials (briefs, press releases, reports), print and social media marketing efforts (pamphlets, brochures, websites, blogs, and etc.)
- ❖ Provide communication consulting and executive coaching services

SENIOR PRINCIPAL AND LEAD COMMUNICATIONS STRATEGIST ~ June 2009 to July 2011

Alion Science and Technology (Supporting Office of the Under Secretary of the Army, U.S. Army Office of Business Transformation), Pentagon, Washington, DC

Responsibilities:

- ❖ *(As Lead Communications Strategist)* Lead team of consultants and liaise with government client
- ❖ Lead executive communications efforts and support senior leadership, to include: speech and manuscript writing (translate complex material into clear, understandable language that is accessible to a broad audience), editorial review, copy-editing, presentation development; brand and market analysis and development, and policy development
- ❖ Lead communication efforts for organization's internal and external communication channels; develop and maintain comprehensive communications plan, with attention to developing the organization's brand; integrate online and new media strategies into overall communications strategy; design and implement social media strategies to raise organization's profile and market activities
- ❖ Coordinate, plan and provide logistical oversight of yearly staff events and senior leader speaking engagements
- ❖ Serve as Managing Editor of organization's internal monthly staff newsletter; serve as Historian to document organizational developments, accomplishments and efforts, and maintain a historical profile of the
- ❖ Serve as subject matter expert to develop and help define organizational strategy; translate and prioritize strategy into defined tactics, training initiatives and milestones; and develop and implement training and professional development assessment and measurement tools
- ❖ Collect and summarize performance and benchmarking data, conduct organizational and business operations analyses based upon Office of the Secretary of Defense, and Congressional and Army priorities and resourcing management requirements; present findings to senior leadership; analyze actual and predictable interacting business operational activities for the government to obtain a quantitative, rational basis for decision making or resource allocation and development; develop organization's comprehensive program measurement and assessment efforts
- ❖ *(As Senior Principal)* Provide performance and training assessments and evaluations; draft and edit presentations regarding manpower and force management analyses and training development, and consult with senior leaders regarding manpower, force, training and professional development and implementation of organizational Tables of Distribution and allowances (TDA) structures; deliver new projects, and administer and execute organizational processes and disciplines based upon Headquarters, Department of the Army (HQDA) Business Transformation objectives and initiatives; serve as organization's Training and Professional Development Coordinator; develop and maintain a mandatory/recurring training database in concert with the database specialists for all personnel
- ❖ Serve on the Talent Management Team to provide performance assessment and training development and draft/edit and market presentations for senior leaders to present; develop comprehensive program measurement, concept plans and organizational doctrines and assessment efforts based upon Department of the Army and Joint and Department of Defense policies

EXECUTIVE COMMUNICATIONS MANAGER/STRATEGIST ~ August 2004 to April 2009

American Society of Health-System Pharmacists (ASHP), Bethesda, MD

Responsibilities:

- ❖ Managed the organization's executive communications program; provided strategy and brand development and positioning; counseled and guided senior leadership and reported directly to Chief Executive Officer; managed all internal and external communication projects and efforts for the Chief Executive Officer, to include: speechwriting, copyediting, editorial review management, media management, and presentation development
- ❖ Prepared and briefed CEO, President, key staff and Board members for interviews and public appearances; provided strategy and oversight of the Executive Office's publications and digital properties, including its Website, blogs, and social other media channels
- ❖ Served as strategist and member of the Policy Development Team; provided strategic planning counsel to CEO and Board of Directors; managed strategic planning and technical writing efforts for the Deputy EVP; developed overall external communications strategy for organization to advance its policy

SENIOR PROGRAM ANALYST/LEAD WRITER ~ February 2003 to May 2004

NASA Peer Review Services (Supporting the NASA Office of Education), Washington, DC

Responsibilities:

- ❖ Provided speechwriting and executive coaching services for NASA Senior Management officials
- ❖ Wrote and edited technical reports to include mandated White House reports and task books
- ❖ Provided assessment methodologies and performed program evaluations for Congressionally-recognized proposals

COMMUNICATIONS MANAGER ~ January 2002 to February 2003

COMMUNICATIONS COORDINATOR ~ August 2000 to January 2002

RESEARCH INTERN ~ August 2000 to December 2000

National Alliance of Business, Washington, DC

Responsibilities:

- ❖ (*As Communications Manager*) Supervised internal and external organizational communications to staff and stakeholders, to include developing: speeches and manuscripts, newsletters, press releases, talking points, electronic communications, and other communication collateral
- ❖ (*As Communications Coordinator*) Managed department correspondence and internal communications
- ❖ (*As Research Intern*) Gathered technical and statistical data on historical trends; conducted targeted interviews; developed organization's "Best Practices" manual

PUBLIC RELATIONS COORDINATOR ~ June 1998 to June 2000

Virginia Commonwealth University, Richmond, VA

Responsibilities:

- ❖ Developed marketing plans; drafted talking points; and designed marketing collateral

PROGRAM ASSISTANT ~ August 1997 to June 1998

VA One-to-One: Mentoring Partnership, Richmond, VA

Responsibilities:

- ❖ Assisted with the development and implementation of educational curriculums and instructional guidelines

CONSULTANT AND VOLUNTEER WORK EXPERIENCE

MANAGEMENT CONSULTANT ~ June 2010 – Present, ASHP-Resource Development, Bethesda, MD

COMMUNICATIONS CONSULTANT ~ April 2010 – Present, ASHP-Executive Office, Bethesda, MD

COMMUNICATIONS CONSULTANT ~ September 2009 – Present, Deanwood Heights Main Street, Wash, DC

PRESIDENT (Volunteer) ~ August 2006 – Present, Nannie Helen Burroughs Condominium Association, Wash, DC

MANAGEMENT CONSULTANT ~ March 2004 – August 2004, DB Consulting Group, Silver Spring, MD

EDUCATION

- ❖ Doctor of Philosophy in Organizational Management (*ABD*), Capella Univ., Minneapolis, MN, Winter 2011
- ❖ Master of Arts in Higher Education, Supervision & Leadership, George Washington Univ., Wash, DC, May 2002
- ❖ Bachelor of Arts in English and Biology, Virginia Commonwealth Univ., Richmond, VA, December 1999

CLEARANCE

- ❖ SECRET Security Clearance – Department of Defense, Issued June 2010