

ANDREA J. WILSON

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Patient Advocate | Writer/Storyteller | Build Your BLISSSM Coach

Fearless, creative, passionate leader who possesses outstanding verbal and written communication skills. Strategic thinker capable of planning for both short and long-term needs. Resourceful and persistent person who finds solutions to problems. Over 14 years of experience in a variety of industries including academia, healthcare, nonprofit, private sector, and online environments. Trusted by universities, hospitals, corporations, and charitable organizations. Organized, detail-oriented, dynamic self-starter who works well alone and with a team and who always meets deadlines.

EDUCATION

Master of Professional Writing
University of Southern California

Nonfiction emphasis
G.P.A. 3.85

August 2008

Bachelor of Arts in Humanities
University of Southern California

Minor—Women's Studies
G.P.A. 3.67, Cum Laude

December 1993

AREAS OF EXPERTISE

Writing • Editing • Coaching • Consulting • Teaching • Advocacy • Public Speaking • Lobbying
Fundraising • Grant/Proposal Writing • Resume Writing • Creative Writing • Blogging • Events
Press Releases • Newsletters • Brochures • Direct Mail • Content Creation • Podcasting • Webinars
Marketing • Research • Website Content • Web Content Management • Web Analytics • SEO
Social Media • Social Media Marketing • Social Networking Sites • Computer & Tech Savvy

PROFESSIONAL EXPERIENCE

BUILD YOUR BLISS LLC

Birmingham

Build Your BLISS coaches, teaches, and empowers our clients to build BLISSful lives through our DIY programs, classes, live workshops, e-books, and one-on-one consulting.

Founder and Build Your BLISSSM Coach

Jan 2016 – present

Write weekly blog posts and biweekly newsletter. Teach live workshops in the community. Conduct free consultations via phone and VIP client sessions via video conferencing technology.

- Created and produced *Change Your Thoughts = Change Your Life*, a four-week workshop series to manifest your goals, dreams, and desires through meditation, sound, mindset, & vision boards
- Created *Jump Start Your Job SearchSM* and *Master Your Next Job Interview* live workshop series and conducted free weekly workshops in local community for one year
- Developed *Jump Start Your Job SearchSM* career coaching program

BLUE FAERY: THE ADRIENNE WILSON LIVER CANCER ASSOCIATION Burbank/Birmingham

Founded in 2002, the 501(c)(3) nonprofit corporation's mission is to prevent, treat, and cure primary liver cancer through research, education, and advocacy.

Founder, President, Board Member

2002 – present

Established articles of incorporation; wrote bylaws, mission statement, and goals; and developed the organizational structure of the corporation. Plan long-term goals, attend board meetings, serve on committees, stay informed about liver cancer, and govern the organization.

- Write marketing materials such as company brochures, press releases, pitch letters, and ad copy
- Compose board-meeting agendas, report outcomes, and facilitate discussion

- Represent Blue Faery and its mission at conferences, seminars, and special events
- Promote the benefits of Blue Faery's programs to members of the community and advocate for patients with liver cancer
- Received the Best of Burbank Charity Award from 2013 – 2017 and inducted into the Burbank Business Hall of Fame
- Honored for community service by U.S. Congressman Adam B. Schiff, California State Senator Jack Scott, and the County of Los Angeles

SELF-EMPLOYED

Los Angeles

Writer, Editor, Consultant

2009 – 2015

Wrote documents (e.g., resumes, newsletters, brochures, website copy) for individuals and small businesses. Helped small businesses launch their social media platforms and blogs.

- Specialized in resume writing, career coaching, and interview preparation
- Produced consistent success rate of 87 percent for resume clients

COMPASSION & CHOICES

Hollywood

Compassion & Choices improves care and expands choice at the end of life.

Greater Los Angeles Development Manager

Feb – May 2014

Developed, maintained, and grew a portfolio of middle and major donor prospects through meaningful and personal contact. Met with donors, organized events, and solicited new and renewal prospects.

- Achieved a donation close rate of 60 percent
- Initiated potential partnerships and networking opportunities including Hollywood Forever Cemetery and Los Angeles Chamber of Commerce
- Created an advance directive seminar and presented it to retirement groups including NASA's Jet Propulsion Lab (JPL) and Pasadena Village
- Cultivated current relationships to fulfill event needs such as printing and in-kind donations

TGIC IMPORTERS INC

Woodland Hills

Guarachi Wine Partners, formerly TGIC Importers, is the largest importer of South American wine in the United State with 18 wineries in its portfolio.

Social Media Manager

2011 – 2012

Maintained, updated, and created content for the company's multiple social networking sites (e.g. eight Facebook and three Twitter accounts) and three websites. Utilized various analytics to measure ROI. Drafted press releases, researched industry trends, and pitched marketing ideas.

- Increased Facebook responses 693 percent
- Increased Twitter responses 1300 percent in three months
- Increased Facebook fans 63 percent and Twitter followers 98 percent in under five months
- Increased LinkedIn followers 144 percent in six months
- Increased inbound links 86 percent in under five months
- Composed PowerPoint presentation that received over 1,400 views on SlideShare
- Received raise and promotion within five months of employment

KAPLAN UNIVERSITY

Telecommute

Kaplan University offers a flexible, online, learning experience that allows students to customize their programs and arrange their classes around their busy schedules.

Adjunct Faculty—College of Arts and Sciences

2008 – 2010

Taught a Writing Skills and Strategies course to incoming college freshman.

- Conducted a live, audio, synchronous seminar via the Internet each week for students
- Wrote discussion posts to the board every week as a model for students
- Provided valuable, constructive feedback in order for students to improve their writing
- Evaluated all assignments in a timely manner so students were aware of their progress
- Responded to all student emails within 24 hours

UNIVERSITY OF SOUTHERN CALIFORNIA

Los Angeles

USC is one of the world's leading private research universities. With a strong tradition of integrating liberal and professional education, USC fosters a vibrant culture of public service and encourages students to cross academic as well as geographic boundaries in their pursuit of knowledge.

Graduate Teaching Assistant—College of Letters, Arts and Sciences 2007 – 2008

Led two discussion groups with enrollment of 25 – 30 undergraduate students per class.

- Developed essay assignments based on course material
- Evaluated students' papers for content, analysis, structure, format, style, and editing
- Collaborated closely with the professor so the discussion reflected established course goals
- Received high qualitative and quantitative performance evaluations

Writer/Editor—School of Cinematic Arts, Office of Communications Feb 2007 – Aug 2007

Wrote Dean Elizabeth Daley's external correspondence and other development documents. Edited materials such as invitations, articles, technical manuals, brochures, and website content.

- Wrote two grant proposals that resulted in \$4 million in endowment and capital funds
- Edited and rewrote in-house style guide using Photoshop
- Interviewed sources as needed to enhance content of grant proposals

MATTEL CHILDREN'S HOSPITAL UCLA

Los Angeles

Mattel Children's Hospital UCLA ranks among the world's elite institutions for pediatric research, teaching, and care. The hospital serves more than 6,000 inpatients and 100,000 outpatients annually.

Family Service Specialist—Dept of Pediatrics, Developmental Studies 2004 – 2007

Observed participant interactions, provided guidance, and facilitated community-building activities.

- Interviewed multi-cultural participants in the intervention and comparison groups
- Wrote reports and audited data on over 300 participants annually
- Collected accurate data on participants with consistency while utilizing proficient writing skills
- Communicated regularly with CDC and RTI staff to ensure all data was correct
- Managed, trained, and assessed student employees' effectiveness and efficiency

BURBANK UNIFIED SCHOOL DISTRICT

Burbank

The Burbank Unified School District provides a comprehensive, balanced, educational program for kindergarten through grade 12.

Teacher

1998 – 2004

Taught seventh grade English (e.g., literature, grammar, composition) and journalism as well as instructed grades K – 12 for daily assignments. Implemented lesson plans, monitored behavior, managed discipline in the classroom, and maintained a positive learning environment. Developed a rapport with students, parents, teachers, administration, and staff.

- Established new core reading material for seventh grade; obtained 130 new books for the school by soliciting a nonprofit organization

HONORS & AWARDS

Stanford Medicine X	Patient Advocate Scholarship	Sept 2017
ASCO Annual Meeting	Patient Advocacy Sponsored Booth	June 2017
EASL, International Liver Congress	Sponsored Participant	April 2017
Conquer Cancer Foundation, ASCO GI	Patient Advocate Scholarship	Jan 2017
National Comprehensive Cancer Network	Patient Advocate Scholarship	Dec 2016
Women in High Places	Sponsored Participant	Sept 2016
ASCO Annual Meeting	Patient Advocacy Sponsored Booth	June 2016
Research Advocacy Network	Focus on Research Scholar	May 2016
American Liver Foundation Hill Day	Sponsored Participant	April 2016
NCI PASC Annual Meeting	Sponsored Participant	April 2016
Conquer Cancer Foundation, ASCO	Patient Advocate Scholarship	May 2015
Advocates Unite, Caring Ambassadors	Conference Scholarship	May 2015
Reimagine Liver Cancer Blue Sky Day, GLI	Sponsored Participant	May 2015
Hepatitis on the Hill, NVHR/Hep B United	Conference Scholarship	March 2015
Liver Cancer Roundtable	Sponsored Participant	2013 – 2014
Los Angeles Family Magazine	Editorial Internship	2009
University of Southern California	Graduate Assistantship Award	2007 – 2008
National Writer's Association Contest	Sixth place, nonfiction	2007
Writer's Digest Annual Competition	Honorable Mention, Memoir	2007

COMMITTEES/ADVISORY BOARDS

WEGO Health	WEGO Health Expert	Sept – present
Target Pharma Solutions	HCC Advisory Board Member	April – present
NCI Hepatobiliary Task Force	Member	2016 – present
Liver Cancer Roundtable	Co-Chair, Member	2013 – 2014
Eli Lilly	Patient Advisory Board	May 2014

ORGANIZATIONS

ASCO	Member	2017 – present
AASLD	Member	2016 – present
GI Cancers Alliance	Member	2016 – present
International Coach Federation	Member	2016 – present
Deadliest Cancers Coalition	Member	2015 – present
National Viral Hepatitis Roundtable	Member	2014 – present
Hepatitis Appropriations Partnership	Member	2014 – present
Hepatitis Leadership Corps	Member	2013 – 2016
Caring Ambassadors	Lobbyist	2014
Independent Writers of Southern California	Member, Speaker	2012 – 2014

PUBLICATIONS

Research Articles

Gill Jennifer, Baicean Andrei, Bee Julianah, Latiff Abdul, Clark Paul, Langford Andrew, Wilson Andrea, Yang Pei-Ming, Yoshida Eric, Kanavos Panos. "Understanding the hepatocellular carcinoma (HCC) patient landscape: Results of the first global survey of people living with HCC." Publication pending.

Books

Britt Jim, Lutes Jim, Wilson Woods, Andrea. *The Change 12: Insights Into Self-Empowerment*. Amazon 2016.

PRESENTATIONS

Conference: "Hepatobiliary Cancers: Pathology and Translational Advances." *Presentation Title TBD*. Glen Allen, Virginia: Virginia Commonwealth University School of Medicine, December 2017.

Conference: "Stanford Medicine X." *How Euphemisms Help Us Deal With Death*. Palo Alto, California: Stanford University, September 2017.

PROJECTS

Podcast: *Better Off Bald: A Life in 147 Days*. Birmingham, Alabama: iTunes, Stitcher, YouTube, May – October, 2017. <https://andreawilsonwoods.com/series/better-off-bald/>

CERTIFICATIONS

International Coaching Federation	Associated Certified Coach	2016 – present
Goal Imagery Institute	Holistic and Career Coach	2015 – present
Get Gutsy	Certified Life Coach	2015 – present
Yoga Alliance	200-Hour Certified Yoga Teacher	2015 – present
Yoga Alliance	300-Hour Certified Yoga Teacher	2013 – present
Hubspot	Certified Inbound Marketer	2012 – present
UCLA Extension	Certified Fundraising Professional	2005 – present

PROFESSIONAL DEVELOPMENT

Open SAP Thought Leaders	Genomics/Precision Medicine	2017
Counterintuity	Social Marketing Seminar	2010
USC Professional Development Program	Business Writing	2007
UCLA Extension	Writers Studio, Nonfiction	2006
UCLA Extension	Spanish (three terms)	2005 – 2006
Los Angeles Grantsmanship Center	Grant Writing Training	2005

VOLUNTEER

National

Women for Change Coaching Community	Career/Life Coach	2015 – 2017
Blue Faery	Website Committee Chair	2006 – present
Blue Faery	Fundraising Committee Chair	2002 – 2010

Local

Birmingham Art Lovers Meetup	Organizer/Co-Organizer	2015 – 2017
The Yoga Circle	Karma Greeter	2015 – 2016