

ANDREA WILSON WOODS

818-636-5624 • [linkedin.com/in/andreawilsonwoods/](https://www.linkedin.com/in/andreawilsonwoods/) • andrea@bluefaery.org

Patient Advocate | Author | Speaker | Entrepreneur | Podcaster

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 20 years of experience in various 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 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

CANCER UNIVERSITY

Birmingham

Founded in 2018, Cancer University (Cancer U) is a for-profit, social impact, health technology company. Cancer U's mission is to empower, educate, and engage cancer patients and caregivers to become advocates for their cancer care to improve outcomes, lower stress, and reduce costs.

CEO, Co-Founder

2018 – present

Provide inspired company-wide leadership, direction, and vision. Create and implement operational policies, solid systems, working procedures, and a strategic plan. Develop and model the company's culture, vision, mission, values, and behavior. Pitch Cancer U's membership program to all partners. Recruit a solid founding team and work with stakeholders to build a strong culture composed of employees, contractors, and VAs. Develop and recruit people for the Patient and Caregiver Advocate Board and Medical Advisory Board.

- Received an ACCESS Social Impact grant (non-dilutive) from TiE Foundation Atlanta
- Partnered with Castle Placement, an investment bank raising private equity + venture capital, mezzanine, debt, and loans for early-stage to middle-market companies
- Joined XlerateHealth, an early-stage digital health incubator, Startup Health's digital health portfolio of 300+ health transformers, and Microsoft's startup program
- Completed Bronze Valley Accelerator, a program of nationally ranked startup accelerator gener8tor that supports female entrepreneurs and entrepreneurs of color
- Became a semi-finalist in the 2017 Astellas C3' Changing Cancer Care' international entrepreneurial competition, which had over 160 entries from 21 countries and was co-sponsored by Robert Herjavec, a serial entrepreneur best known for *Shark Tank*

BLUE FAERY: THE ADRIENNE WILSON LIVER CANCER ASSOCIATION Burbank/Birmingham
Founded in 2002, Blue Faery is a 501(c)(3) nonprofit corporation. The company's mission is to prevent, treat, and cure primary liver cancer through research, education, and advocacy.

President, Founder, Board Director

2002 – present

Established articles of incorporation; wrote bylaws, mission statement, and goals; and developed the corporation's organizational structure. Plan long-term goals, attend board meetings, serve on committees, stay informed about liver cancer, and govern the organization. Represent Blue Faery and its mission at conferences, seminars, and special events.

- Write marketing materials such as company brochures, press releases, pitch letters, and ad copy
- Compose board-meeting agendas, report outcomes, and facilitate discussion
- Promote the benefits of Blue Faery's programs to members of the community and advocate for patients with liver cancer
- Accepted into the inaugural Facebook Nonprofit Growth Program and Google for Nonprofits program, which includes Google Ad Grants and YouTube Nonprofit Program
- Managed public awareness liver disease/cancer campaign titled *Love Your Liver*, hired and supervised all vendors, wrote scripts and pitched media outlets
- Received the Best of Burbank Charity Award from 2013 – 2017 and was inducted into the Burbank Business Hall of Fame

BUILD YOUR BLISS LLC

Birmingham

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

Founder, Coach, Publisher

2016 – present

Write weekly blog posts and email newsletters. Conduct free discovery calls via phone and teach coaching clients online via video conferencing technology. Review and critique clients' homework.

- Published bestselling & award-winning medical memoir *Better Off Bald: A Life in 147 Days*
- Directed Jump Start Your Job SearchSM 100-day, group coaching program
- Conducted weekly live free workshops in local community focused on job hunting, resumes, interviews, and LinkedIn with many people landing jobs after completing workshop series

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 companies to 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 personal contact. Met with donors, organized events, and solicited new and renewal prospects.

- Achieved a close donation 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 States, 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 and Twitter responses 1300 percent in three months
- Increased Facebook fans 63 percent and Twitter followers by 98 percent in under five months
- Increased LinkedIn followers by 144 percent in six months
- Increased inbound links 86 percent in under five months
- Composed a 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 first-year college students. Conducted a live, audio, synchronous seminar via the Internet each week for students. Provided valuable, constructive feedback to help students improve their writing. 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.

Graduate Teaching Assistant—College of Letters, Arts and Sciences

2007 – 2008

Led two discussion groups with an enrollment of 25 – 30 undergraduate students per class. Developed essay assignments based on course material. Collaborated closely with the professor, so the discussion reflected established course goals

- Evaluated students' papers for content, analysis, structure, format, style, and editing
- 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

MATTEL CHILDREN'S HOSPITAL UCLA

Los Angeles

Mattel Children's Hospital UCLA ranks among the world's elite pediatric research, teaching, and care institutions. 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
- Drafted 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 and 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 the seventh grade; obtained 130 new books for the school by soliciting a nonprofit organization

HONORS & AWARDS

Academy Health Datapalooza Conference	Patient Advocate Scholarship	April 2022
ASCO GI Cancers Symposium	Patient Advocate Scholarship	Jan 2022
ASCO Quality Care Symposium	Patient Advocate Scholarship	Sept 2021
National Science Foundation	UAB I-Corps Accelerator	Summer 2020
Academy Health Datapalooza Conference	Patient Advocate Scholarship	March 2019
American Association for Cancer Research	Scientist/Survivor Scholarship	April 2018
Advanced Advocacy Academy, GLI	Patient Advocate Scholarship	Nov 2017
Rude2Respect Health Stigma Summit	Sponsored Guest	Nov 2017
Astellas C3 Change Cancer Care Prize	Semi-Finalist	Sept 2017
Stanford Medicine X	ePatient Scholar	Sept 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	2016 – 2019
Research Advocacy Network	Focus on Research Scholar	May 2016
American Liver Foundation Hill Day	Sponsored Participant	April 2016
NCI PASC Annual Meeting	Sponsored Participant	2016 – 2017
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
National Writer's Association Contest	Sixth place, nonfiction	2007
Writer's Digest Annual Competition	Honorable Mention, Memoir	2007

ORGANIZATIONS

ASCO	Member	2017 – present
AASLD	Member	2016 – present
GI Cancers Alliance	Member	2016 – present
Deadliest Cancers Coalition	Member	2015 – present
International Coach Federation	Member	2016 – 2020
National Viral Hepatitis Roundtable	Member	2014 – 2018
Hepatitis Appropriations Partnership	Member	2014 – 2018
Hepatitis Leadership Corps	Member	2013 – 2016
Caring Ambassadors	Lobbyist	2014
Independent Writers of Southern California	Member, Speaker	2012 – 2014

COMMITTEES/ADVISORY BOARDS

SITC CIG Oversight Committee	Member—three-year term	Jan – present
AstraZeneca HCC/BTC Consultancy	Consultant	2021 – present
PCORI	Patient Reviewer	2020 – present
Conquer Cancer Foundation	CDA Patient Advocate Reviewer	2020 – present
Association for Community Cancer Centers	HCC Advisory Board Member	2019 – present
Cancer Support Community, HCC Registry	Advocacy Member	2019 – present
ASCO HCC Guideline Panel	Patient Representative	2018 – present
Mayo Clinic Hepatobiliary Cancer Program	SPORE Patient Representative	2018 – present
Canadian Cancer Survivor Network	Liver Cancer Advisory Member	2018 – present
Society for Immunotherapy of Cancer (SITC)	HCC Expert Panel Member	2020 – 2021
Independent Book Publishers Association	Member	2019 – 2020
Big Ten Cancer Research Consortium	Member, GI Clinical Trial Group	2019 – 2020
Dept of Defense PRCRP	Consumer Reviewer	2018 – 2019
WEGO Health	WEGO Health Expert	2017 – 2020
Target Pharma Solutions	HCC Advisory Board Member	2017 – 2020
NCI Hepatobiliary Task Force	Member	2016 – 2019
Liver Cancer Roundtable	Co-Chair, Member	2013 – 2014
Eli Lilly	Patient Advisory Board	May 2014

PUBLICATIONS

Books

Wilson Woods, Andrea. *Better Off Bald: A Life in 147 Days*. Build Your BLISS: October 2019.

✳️ WINNER: 2021 Page Turner Awards Best Nonfiction Book; 2020 Writer's Digest Self-Published E-book Award (life story); 2020 Independent Press Award (cancer); 2020 Living Now Book Awards (inspirational memoir, female)

✳️ FINALIST: 2020 IAN Book of the Year Awards (memoir); 2020 Kindle Book Review Awards (nonfiction); 2019 Wishing Shelf Book Awards (nonfiction); 2019 SPR Book Awards

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

Articles

Andrea Wilson Woods. "Three Necessary Pillars to Revolutionize Clinical Trial Design." Onco'Zine International Oncology Network. 6 March 2020.

Research Articles (co-author)

Tim F Greten, Ghassan K Abou-Alfa, Ann-Lii Cheng, et al. "Society for Immunotherapy of Cancer (SITC) clinical practice guideline on immunotherapy for the treatment of hepatocellular carcinoma." *Journal for Immunotherapy of Cancer (JITC)*. 12 September 2021.

John D. Gordan, Erin B. Kennedy, Ghassan K. Abou-Alfa, et al. "Systemic Therapy for Advanced Hepatocellular Carcinoma: ASCO Guideline." *Journal of Clinical Oncology*. 16 November 2020.

Kulik L, da Fonseca LG, He AR, et al. "Potential Impact of IMbrave150 Results in the Evolving Treatment Landscape of Advanced Hepatocellular Carcinoma: A Multidisciplinary Expert Opinion." *Journal of Hepatocellular Carcinoma*. December 2020.

Gill Jennifer, Baicean Andrei, Bee Julianah, et al. "Understanding the hepatocellular carcinoma (HCC) patient landscape: Results of the first global survey of people living with HCC." *Annals of Oncology*, Volume 28. Oxford University Press. 1 June 2017.

PRESENTATIONS

Conference: "Today Matters Mental Health Ministries." *From skeptical to spiritual: How raising my sister and losing her to cancer changed my life.* Punta Gorda, Florida: January 2022.

Conference: "Embracing Change in Clinical Research." *How to revolutionize clinical trial design.* Phoenix, Arizona: September 2021.

Conference: "HCC-TAG 2020." *I Wish: what HCC patients and caregivers really want to know.* Park City, Utah: February 2020.

Conference: "2nd International Conference on Cancer Science." *We Need To Choose To Cure Cancer.* Prague, Czech Republic: February 2019.

FDA Mini-Symposium: "Liver-Directed Therapies for Hepatocellular Carcinoma." *Session 1: Eligibility and Endpoints.* Silver Spring, Maryland: September 2018.

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

Conference: "AACR Annual Meeting Scientist – Survivor Program." *How Blue Faery Helps Liver Cancer Patients Spread Their Wings* (poster presentation). Chicago, Illinois: McCormick Place, April 2018.

Conference: "Hepatobiliary Cancers: Pathology and Translational Advances." *Why We Need To Choose To Cure Liver Cancer.* Glen Allen, Virginia: Virginia Commonwealth University School of Medicine, December 2017.

CERTIFICATIONS

Hubspot certification	Marketing Software	2021 – 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
International Coaching Federation	Associate Certified Coach	2016 – 2020
Hubspot certification	Inbound Marketing Professional	2012 – 2013
UCLA Extension	Certified Fundraising Professional	2005 – present

PROFESSIONAL DEVELOPMENT

Open SAP Thought Leaders	Getting Started With Data Science	2021
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

PODCASTS

Podcast: *Cancer U Thrivers.* Birmingham, Alabama: Amazon, iTunes, Pandora, Spotify, Stitcher, May 2021 – present. <https://podcast.cancer.university>

Podcast: *Better Off Bald: A Life in 147 Days.* Birmingham, Alabama: iTunes, Stitcher, YouTube, May – October 2017 (40 episodes). <https://andreawilsonwoods.com/podcast/>

VOLUNTEER

Blue Faery	Website Committee Chair	2006 – present
Women for Change Coaching Community	Career/Life Coach	2015 – 2017
Blue Faery	Fundraising Committee Chair	2002 – 2010
Birmingham Art Lovers Meetup	Organizer/Co-Organizer	2015 – 2017
The Yoga Circle	Karma Greeter	2015 – 2016