

Vita

Aryca Peay Woodson, MA

November 2022

Education

M.A. 2010 *Indiana University-Purdue University*
Master of Arts in Public Relations

B.S. 2003 *Purdue University*
Bachelor of Science in Management

Licenses/Certification

GE Change Acceleration Process (CAP) Change Agent Training

Indiana Real Estate Broker License

Academic Appointments

Lecturer	Indiana University	August 2021 – May 2022
Lecturer	Purdue University	August 2022 - Present

Industry Experience

August 2019 – August 2021 *Internal and Executive Communications Manager*
Indiana University School of Medicine, Indianapolis, IN
Led and trained team of four direct reports in the development and implementation of effective communication strategies to engage faculty, staff and students with the mission of the school.

July 2019 – August 2019 *Communications Consultant*
Indiana University School of Medicine, Indianapolis, IN
Led change management communication efforts for curriculum changes, technology implementations and organizational restructuring

October 2019 – August 2022 *Associate Broker*
Keller Williams Indianapolis Metro NE, Indianapolis, IN
Negotiated sales contracts for residential real estate buyers and sellers

October 2018 – May 2019 *Diversity Communications Consultant (contract)*
On assignment at Eli Lilly and Company (AllSource PPS), Indianapolis, IN
Provided strategic communication support for chief diversity officer and global diversity and inclusion office.

- May 2018 – July 2018 *Regional Communications Specialist*
R1 RCM, Indianapolis, IN
Developed statewide employee engagement strategy for 1,000 employees transitioned from nonprofit healthcare system to for-profit revenue cycle corporation
- October 2017 – February 2018 *Internal Communications Associate (contract)*
On assignment at Dow AgroSciences (Kelly Services), Indianapolis, IN
Developed internal messages for employees regarding recent merger with DuPont
- March 2012 – October 2017 *Senior Communications Specialist – Symphony/Capability Lead*
Ascension, St. Louis, MO
Led Ascension ministries in creating and executing local internal communications plans in support of change management efforts during *Symphony* deployment: a nationwide Enterprise Resource Planning initiative standardizing Supply Chain, Human Resources and Finance functions
- June 2011 – February 2012 *Communications Specialist*
Eskenazi Health/INDIANAPOLIS EMS, Indianapolis, IN
Implemented internal communications efforts to support the announcement of the hospital renaming after historic \$40-million-dollar private donation in 2011
- September 2010 – May 2011 *Development Coordinator*
Neighborhood Christian Legal Clinic, Indianapolis, IN
Designed and implemented donor stewardship and cultivation strategies

Teaching

Primary Instructor

Indiana University Kelley School of Business

Business Communication

C104 – Business Presentations

Primary Instructor

Purdue University Krannert School of Management

Managerial Communication

MGMT 335 – Strategic Business Writing

MGMT 692 – Managerial Communication Skills

Institutional Service

Purdue University, Krannert School of Management, Krannert Communication Center

Kelley-Krannert Case Competition Advisor

October 2022

Purdue University, Ascend
Emotional Intelligence Workshop Facilitator
October 2022

Indiana University

Kelley School of Business, Business English and Intercultural Communication Faculty Co-Advisor
January 2022 -May 2022

Indiana University, VP, Communications Search Committee, Member
August 2021 – May 2022

Indiana University School of Medicine Diversity Recruitment Committee, Member
January 2021 – August 2021

Indiana Avenue Renaming Ceremony in Indianapolis, IN, Media Relations Lead
March 28, 2007
Led team of undergraduate Journalism students at Indiana University-Purdue University in Indianapolis in media handling for the renaming ceremony of Indiana Avenue

Awards

2022 Teachers' Excellence – Best Addition to Kelley
April 2022 – Alpha Kappa Psi, Indiana University