



# Andrew Woodley

BOARD OF DIRECTORS CANDIDATE



Dear Tracey,

I am writing to express my interest in serving an additional term on the Ontario Equestrian board of directors. I am an active member of the equestrian community primarily in the sport of dressage. As an adult amateur competitor and a dressage competition organizer, I feel that I provide a unique perspective to help with positive changes to the industry.

I have actively been a volunteer with various dressage organizations since 2000. In these various organizations I have developed strong relationships with other board members and competitors. This gives me a great insight into how to foster and support equestrians.

My work experience is mainly in the Insurance industry. Having worn many hats, I have advanced collaborative, organizational and communicative skills. Most recently, my role has been in Digital Marketing focusing on enhanced means of communication to help support our sales staff during these difficult times.

Based on my volunteer and work experience I have honed the following skills that I feel are beneficial to the OE board:

- Forward thinking
- Collaborative approach to problem solving
- Strong communication skills
- Extremely strong organizational skills
- Strong team player
- Very good reputation and relationships in the equestrian community

Thank you for your consideration.

Best regards,  
Andrew Woodley



## EDUCATION

- |      |      |   |   |
|------|------|---|---|
| 1988 | 1990 | ↻ | <b>ANC College, Bryn Athyn, PA</b> - USA<br><i>Associate in Arts – Math and Science</i>             |
|      | 1988 | ↻ | <b>ANC High School, Bryn Athyn, PA</b> - USA<br><i>High School Diploma - Graduated with Honours</i> |

## EXPERIENCE

- |              |              |   |   |
|--------------|--------------|---|---|
| Jan<br>2020  | Present      | ↻ | <b>Manulife</b> - Toronto, Ontario<br><i>Marketing Manager, Digital Marketing</i>             |
| June<br>2015 | Jan<br>2020  | ↻ | <b>Manulife</b> - Toronto, Ontario<br><i>Associate Marketing Manager, Production</i>          |
| Jan<br>2011  | June<br>2015 | ↻ | <b>Manulife</b> - Toronto, Ontario<br><i>Design Specialist, Group Benefits and Retirement</i> |
| May<br>2005  | Jan<br>2011  | ↻ | <b>Manulife</b> - Toronto, Ontario<br><i>Pricing Analyst, Group Retirement</i>                |
| Feb<br>2005  | May<br>2005  | ↻ | <b>Manulife</b> - Toronto, Ontario<br><i>Plan Design, Group Retirement</i>                    |
| Apr<br>2004  | Feb<br>2005  | ↻ | <b>Manulife</b> - Toronto, Ontario<br><i>Project Manager, Group Retirement</i>                |
| Nov<br>2000  | Apr<br>2004  | ↻ | <b>Manulife</b> - Toronto, Ontario<br><i>Client Administrator, Group Retirement</i>           |
| June<br>1997 | Oct<br>2000  | ↻ | <b>World Access Canada</b> - Toronto, Ontario<br><i>Contact Centre Team Leader</i>            |



## EXPERIENCE

### Volunteer Experience

#### **Conestoga Cadora**

(January 2009 - Present)

- President – organize regular meetings and delegate tasks to various board members
- Show Manager – arrange for venue, hired and volunteer positions and ensure facilities are adequate
- Show Secretary – receive and organize horse show entries as well as set up competition schedules
- Newsletter Editor – write and edit articles for semi-annual newsletter using MS Publisher
- Memberships – receive and maintain memberships for members across Ontario

#### **Conestoga Cadora**

(January 2000 - December 2007)

- President – organize regular meetings and delegate tasks to various board members
- Public Relations – arranged for corporate sponsors
- Newsletter Editor – wrote and edited articles for bi-monthly newsletter using MS Publisher
- Website Editor – created and maintained club website using MS FrontPage

## SKILL

- MS Excel
- MS Word
- MS Access
- MS Publisher
- MS PowerPoint
- MS FrontPage
- Photoshop
- Seismic

