

Stacey Lynn Woock

slw@niagara.edu

EDUCATION

NIAGARA UNIVERSITY
LEWISTON, NEW YORK
Master of Business Administration
Strategic Marketing

NIAGARA UNIVERSITY
LEWISTON, NEW YORK
Bachelor of Science
Marketing

EXPERIENCE

Niagara University, Lewiston, NY
Faculty Fellow Marketing, August 2023-Present

Trufund Financial, New York, NY
Portfolio Analyst, August 2022-Present

- Analyze financial documentation and data points for report creation.
- Develop and continually improve risk management framework and processes for funds
- Work on Integration of data sources and the development of data routines to create standardized datasets from raw data using Excel and Pivot tables.
- Created extensive Pivot tables.
- Develop and maintain effective working relationships with colleagues in other areas of Risk Management
- Act as subject matter expert for NAV (Net Asset Value) Data analysts and assist with workflow management of the NAV Data Team
- Independently manage development and implementation of effective risk management strategies that help mitigate credit losses
- Act as subject matter expert and assist with workflow management of the Limit Monitoring Analysts covering the Global Banks Portfolio
- Manage and execute portfolio management strategies against ICG global credit and market risk

Highlight Technologies, Fairfax, VA

SBA PPP Loan Specialist Fraud Specialist, November 2020–August 2022

- Analyze small business loan portfolios on First and Second Draw up to \$10,000,000.00. Ability to spread, analyze business financial statements, cash flow, gather relevant information to make appropriate recommendations.
- Fraud research and investigation through various programs and applications.
- Partner with the lenders to identify mitigating factors on a loan request.
- Document loan data systems with compliance findings.
- Created multiple tools for team utilization, for better organization and workflow.
- Special project review of Hold Flags for the First Draw on PPP loans.
- Effective narrative writing, communication and collaboration skills, mentors teammates as subject expert and in one-to-one teams' settings.
- Skills: Lexis-Nexis, KYC/AML Compliance, BSA, Risk, Audit, Transaction Management, Client Lifecycle Management, CDD, Regulatory Transformation, KRI's, NMLS, Suspicious Activity Reports (SARs), US Patriot Act, Management and USDA requirements.
Seasoned in Microsoft applications

Highlight Technologies, Fairfax, VA

SBA Economic Injury Disaster Loan Officer, April 2020-November 2020

- Process EIDL/PPP Loans and make recommendations on collateral needed to secure loans.
- Apply accepted financial procedures to analyze financial resources to determine an applicant's ability to repay requested loans.
- Review all pertinent facts needed to make eligibility determinations by analyzing such factors as the nature and cause of damage, intended use of proceeds, legislative and administrative loan limits, and disposition of insurance and other recoveries.
- Ensure loan files contain all pertinent documentation to include conversations with applicants and written recommendations or justifications for conclusions.
- Process loan applications on web-based computer systems.
- Respond orally and/or in writing to applicants or their representatives.
- Maintain open lines of communication with all parties to obtain loan status information.
- Loan investigation to accurately forgive loans.

- Analyze loan documents and underwriting processes.
- Dissect loans up to \$15M for appropriate documentation and approval.

Niagara University, Niagara University, NY

Adjunct Professor, Marketing August 2018-2023

- Marketing Principles
- International Marketing
- Marketing Research
- Integrated Marketing Communications
- Omni Channel Marketing
- Digital Marketing Tactics

SLS Marketing, West Seneca, NY

CEO, September 2001/December 2006

- Specialized in new business development and major market expansion.
- Tripled annual sales volume within two years.
- Closed an average of 48% of all leads and achieved between 110-125% of projected monthly sales goals.
- Targeted and penetrated a competitive market. Sold thousands of corporate accounts and converted many customers from competitor's services.
- Established Relationships within Fortune 500 companies and guided sales representatives to close deal generating 125K in recurring annual revenue.
- Orchestrated successful promotional campaigns, including a special offer that penetrated market territory by 6 % in one day.
- Revamped the entire department bringing in all new teams.
- Redesigned internal procedures and controls to track contract development and vendor payments. Established Key Performance Indicators for all operating departments. Introduced numerous managerial/

operational improvements including computerized production of backlog reports, staff cross-training and resource redeployment.

- Conducted internal audits to identify systemic problems. Personally visited and evaluated the majority of programs eliminating poor performers. Assigned accountability to each Deputy Commissioner/ Director for quality and to ensure adherence to new standards and policies.
- Setup a new agency payment processing system to tighten cash management and reduce payments from 90 to 5 days allowing all agencies to continue operations without disruption.
- Significantly enhanced the RFP process raising the bar on agency standards and qualifications and developing a better qualified pool of Community Based Organizations.

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