

ALISON WOITUNSKI

alison.woitunski@gmail.com

(508) 843-1387

www.linkedin.com/alisonwoitunski

www.alisonwoitunski.com

SUMMARY

Alison Weitunski is a sustainable business and branding expert who integrates her significant experience in agriculture and community development in business management and the production of written and visual content.

EDUCATION

Presidio Graduate School, MBA in Sustainable Systems, June 2017

- Pinchot Leadership Scholarship
- Year-long Applied Learning Project at The Food Project. Focus on digital design and information mapping
- Finance track specifically applied to food and agriculture systems/industry

University of Wyoming, BA in History and Religious Studies, 2015

- Americorps; Alternative Spring Break Coordinator, National Student Exchange participant

White Lotus Foundation, 200 Hour Yoga Teacher Certification, 2012

PROFESSIONAL EXPERIENCE

THE FOOD PROJECT

Boston, MA

2009 – Present

Youth and Community Program Manager

- Managed \$30K budget and annual 300+ applicant hiring process, supervised the highest retention staff of five professionals and 40 youth employees; built and managed six school gardens and 75 community gardens
- Established social justice and sustainable agriculture curriculum taught by five to eight employees per year to 100+ youth community members

GREEN VILLAGE INITIATIVE

Bridgeport, CT

2016

Program Manager

- Established and coordinated community garden programs with at-risk communities; trained over 25 refugees in essential job skills such as sales, marketing and production farming
- Created and taught food and agricultural workshops to over 500 community members; 85% retention for full workshop series
- Spearheaded effort with Executive Director and board members to address soil contamination issues; uncovered important health issues and worked with Bridgeport Department of Health to resolve

BACKYARD GROWERS PROGRAM

Gloucester, MA

Summer 2015

Program Manager

- Created first ever strategic plan for staff recruitment and hiring processes, employee handbook and protocols, and public relations standards; brought organization from small to mid-sized, and has been since used to engage 305 new community members, including 155 children
- Coordinated physical design and construction of a new community garden, which services a low-income community of over 125 families

PU'U O HOKU RANCH

Molokai, HI

2014 – 2015

Farm Manager

- Managed 30+ acres of organic and biodynamic certified vegetables, fruit, and perennial crop production on a 14,000-acre cattle ranch, including \$150,000 budget, certifications, and restaurant, CSA share, and grocery sales; established new business relationships resulting in a 300% sales increase
- Developed value-added product package design that increased shelf stability up to 24x longer than previous packaging; increased distribution and sales by 5-7x

CANAAN FARM

Wenham, MA

2012 – 2013

Assistant Farm Manager

- Sourced produce and store products from regional, national and international suppliers for farm stand grossing over \$750,000 annually
- Built in-store displays, produced traditional and web-based marketing campaigns and restaurant sales; led to five new restaurant sales relationships

ADDITIONAL EXPERIENCE

- **Writer & storyteller (Madesmith), content editor (Preface PR), and branding collaborator (Campover)**
- **Publications:** The Year-Round Harvest: A Seasonal Guide to Growing, Eating and Preserving the Fruits and Vegetables of Your Labor. Adams Media, 2011.; "Sea Harvest." Kinfolk Magazine, Volume Seven. 2013.
- Lover of dogs, health, and all pursuits for an active body and active mind