
ADRIENNE HARVITZ

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PROFILE

Highly qualified and multi-faceted professional with over a decade of experience as a contractor and employee in administration, communications, grant writing, research, data-based assessment, report production, policy development, program development, curriculum development, multi-media production, and education. Specialized in health & wellness, diversity, equity & inclusion (DEI), residential and rural real estate, regenerative agriculture, ecology and sustainability.

SKILLS SUMMARY

- COMMUNITY OUTREACH & ORGANIZING
- POLICY DEVELOPMENT, ADVOCACY & ASSESSMENT
- MULTIMEDIA COMMUNICATION: graphic design print/digital, audio/video production, social media, website devo.
- PROGRAM DEVELOPMENT, ADMIN & LEADERSHIP: For government and non-profit educational programs
- WRITING: drafting & editing for copy, journalism, PR, grants, reports, newsletters, etc.
- RESEARCH: qualitative and quantitative, multimodal research planning, surveys and interviews, data coding
- DATA ANALYSIS & REPORT PRODUCTION: for impact assessments, grants, reports, etc.
- EDUCATION
 - ADULT PROFESSIONAL DEVELOPMENT: CE trainer in various topics
 - YOUTH EDUCATOR: Prek-12 Certified Teacher
 - CURRICULUM DEVELOPMENT: digital and print, online and in-person, for audiences of all ages

DEGREES

Teach-Now Graduate School of Education - Master's in Education, focus in Research - Online - 2019
College of Santa Fe - Bachelor's in Sustainability & Multimedia Communications - Santa Fe, NM - 2008

LICENSES

Washington DC SOS - *Licensed* PreK-12 Health & PE Teacher - 2019 to present
NM PED - *Licensed* PreK-12 Visual Arts, Health & PE Teacher - 2019 to present

CERTIFICATIONS

Certified in CPR & First Aid – American Red Cross - 2015, 2017, 2019
American College of Sports Medicine (ACSM)- *Certified* Physical Activity & Public Health Specialist - 2017
Certified Health Coach – Institute for Integrative Nutrition, AADP - May 2013
TTAP Trainer in Health, Nutrition & Professional Development – CYFD – February 2014
Certified Yoga Instructor, Personal Trainer & Group Fitness instructor – AFAA – Various, 2009 - 2017
Ecoversity - *Certified* in Earth-Based Vocations & Permaculture Design - Santa Fe, NM - 2007
National Park Service - *Certified* in Science Communications - Petaluma, CA - 2006

ACKNOWLEDGEMENTS & HONORS

NM Press Women - 2020 Writing Contest - 3rd Place Winner in Specialty Topics - Education
College of Santa Fe - Graduated Magna Cum Laude - Santa Fe, NM - 2008
College of Santa Fe - Outstanding Freshman in Conservation Studies - Santa Fe, NM - 2005

PROFESSIONAL EXPERIENCE

Administration, Communications & Development Specialist (by contract)

Clients include: Santa Fe Housing Action Coalition, Albuquerque Affordable Housing Coalition, Firefly Strategies, Sol Sundays, La Bohemia Natural, Mary Charlotte Domandi, Ecotone, Inspire Santa Fe, Kate Noble for Mayor Campaign, Amber Gray, Annaliese McDonald, Ayesha Khan, New Energy Economy
2013 to Present

- Assessment of client needs, proposal of project timeline and deliverable, project management on deadline.
- Multimedia Communications, including writing, graphic design, audio and video production; Mass campaigns such as Mail Chimp or email blasts; Content development, copywriting, editing, for web and print. Use of many online event planning and registration sites and apps; Client correspondence
- Management of website & social media accounts and content, including websites on WordPress, Wix, & Google..
- Local & international event & fundraiser planning, registration, production and promotion.

Site Coordinator - Health Careers Academy

UNM Rio Rancho Health Sciences Center

May to June 2022

- Developed original content and resources for program, such as program websites, survey forms, databases, program description documents and diagrams
- Administered hybrid in person and online programming via zoom, including guest speakers and interactive learning activities to explore health careers, over 40 presenters, and 22 students (16 in person, 6 remote)
- Provided leadership and support for in person staff (administrative assistant and two teaching assistants) and remote staff (a teacher in Cuba and an advisor locally), under guidance of Site Supervisor, Dr. Laura Burton
- Direct communications with students at all stages of programming to coordinate and inform them of their participation requirements, including deadlines, dates, dress codes and digital form completion. Methods of communication including GroupMe group text messages, text messages, emails and phone calls

Program Development Consultant - CtoC Alumni Outreach Program

UNM Health Sciences Center - Office for Diversity, Equity & Inclusion

September 2021 to Present

- Developed original content and resources for program, such as program surveys, databases, process diagrams, scripts and templates for outreach via email, text and phone
- Administered alumni survey outreach to over 500 Alumni, with a 30% completion rate, 4 round of outreach to unique data sets of Alumni
- Documented the Alumni Outreach process, making a streamlined approach, with tracking databases and implementation resources
- Trained and built capacity in Public Ally to continue Alumni Outreach work
- Integrated outreach and survey data from google drive to Smart Sheets for seamless and secure records
- Coordination with team members at OFDEI in implementation of the Alumni Outreach program
- Planning and production of Alumni networking event in Summer 2022
- Development of ongoing strategy for Alumni Outreach program
- Ongoing collaborative assessment, refinement and improvement of this program to achieve overall goals

Program Coordinator - SFIS Health Careers Program - HCOP grant funded
Santa Fe Indian School, in partnership with UNM & SFCC
2020 to 2021

- Developed original content and resources for program, i.e. websites, flyers, databases, program docs and diagrams
- Pivoted in person programming into the online format, including speakers and learning activities
- Developed forms for registration and engagement of guest speakers and presenters
- Created archival record of digital presentations, speakers and ed activities creating library of over 30 videos
- Planned, booked presenters, organized and directed a 4 week summer intensive academy
- Conducted 1:1 consultations with students and families throughout year
- Assisted in course and college advising and registration
- Coordinated and developed programming with partner organizations, SFCC & UNM

Professional Development Trainer
Youth Development Institute
By contract for one all staff training in 2019

- Professional Development Training for staff in-service day
- Consulted with org's professional development coordinator on the content and format of training
- Developed original curricula, resources & certificates for staff capacity building in requested topics
- Led 6 CYFD approved CEU hours of trainings to over 200 staff members, at August in service day
- Adapted content to online course format as well, so it could be taken remotely

Program Specialist, Wellness Policy Developer, TTAP Trainer
NM DOH & CACFP Program Title: "Healthy Kids Healthy Childcare"
2015 to 2016

- Developed original resources, such as a toolkit, classroom materials, and 21 day challenge packet and process, for the ECE centers the program works with, which are still used by program staff today
- Developed digital presentations, webinars, and courses to increase access in remote locations or beyond work hours
- Developed curricula for and lead small to large group CYFD approved CEU hour trainings and presentations on Wellness Policy Development and implementation; in the setting of staff meetings, regional or multiple site organizational in service days, or education industry conferences at the county, region or statewide level
- Expanded program engagement from <60 centers contacted, to >250 Early Childhood Education Centers from Albuquerque to Farmington, with pre/post data collected, 2-10 CEU hours of training, and Policies in effect, in 2 years
- Developed Wellness Policy Template, in compliance with ONAPA, CACFP and USDA guidelines
- Developed a multi-step program process for assessment, leadership team workshop, policy development, action planning, and staff training to build capacity and change practices in the early childcare education environments
- Administered program assessment, through surveys and management of database

Health & Wellness Educator
For Various clients, i.e. non-profits, health orgs, public schools, charter schools & private schools.
2014 to 2019

- Created and taught original curriculum for culturally competent & age appropriate classes in wellness topics.
- Applied evidence-based practices of mind-body fitness for individual, school & workplace wellness.

PRACTICUMS & INTERNSHIPS

11/01/2018 → 01/01/2019 - Santa Fe Public Schools - Teaching Practicum
01/01/2006 → 06/01/2006 - Earth Care International – Sustainability Communications
06/01/2006 → 09/01/2006 - National Park Service - Point Reyes National Seashore
09/01/2006 → 06/01/2007- Santa Fe Children’s Museum – Naturalist Educator
06/01/2007 → 09/01/2007 - National Park Service - Bandelier National Monument
01/01/2009 → 06/01/2009 - New Energy Economy – Environmental Health

VOLUNTEER EXPERIENCE

Fundraising, Development & Community Outreach
Sol Sundays: Creating a vibrant community through wellness and the arts.
2020 to 2022

- Wrote over 10 grants, received 5, for a total of \$35,000 in funds raised for single event for wellness education
- Wrote copy for all correspondence and content for web and print outreach to potential sponsors and participants
- Built and managed social media sites and digital giving platform site, oversaw digital marketing campaigns
- Conducted outreach to sponsors and participants, securing over 40 participating artists, teachers, performers, health related businesses and organizations to participate in both 2020 and 2022 events
- Developed a youth mentorship program to build skills in positive recreation event production and promotion in partnership with Sol Wellness and Remix AudioBar; recruited over 10 youth participants ages 14 to 25

Lead Fundraiser, Event Planner, Parent Liaison & Member at large
Acequia Madre PTC
2013 to 2019

- Lead organizer on 3 major fundraising events, which grossed over \$60,000 in 2 years
- Created print and web-based content for all academic, social and fundraising events for school
- Coordinated production and negotiated affordable rates of print and radio ads for school fundraising events
- Improved parent engagement with all-school messaging i.e. email calendars, newsletters, flyers, and robocalls

Agriculture & Nutrition Educator
Farmer’s Market Institute
2015

- Revised curriculum materials for agriculture & nutrition education to 4th graders
 - Taught classes for elementary school students on field trips to Farmer’s Market to learn about local agriculture
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References available upon request.
