

Jeannine Walston

Los Angeles, CA

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SUMMARY

Dynamic and motivated professional with a proven track record of managing projects from concept to completion. Some excellence in her work includes researching and writing on various fronts, designing educational strategies, creating and delivering effective presentations, marketing on quality topics, and coaching individuals and groups for success. Skilled in building cross-functional teams, demonstrating exceptional communication, and making critical decisions. An adaptable and transformational leader with the ability to work independently, develop focused opportunities to establish goals, and achieve impressive accomplishments.

PROFESSIONAL EXPERIENCE

Consultant

Healing Focus

January 2004-present

Integrative Cancer Care for the Whole Person

January 2013-present

- Delivers specific roles in writing, research, marketing, communications, fundraising, events, sales, projects, advertising & the media
- Authored educational materials, website content, blogs, newsletters, surveys, reports, press releases, magazine and newspaper articles, and videos
- Educates and advocates for hospitals, clinics, clinical trials, treatments, patient care, clinical practices, prevention, integrative cancer care, mind-body medicine, health and wellness, lifestyle, and patient stories
- Provides deliverables as a Cancer Coach & Integrative Health Coach
- Performs as a speaker and through webinars in the U.S. and globally, such as on health, wellness, disease such as cancer, and healing strategies
- Project highlights included being a co-founder of an integrative cancer non-profit for several years, writing website materials for cancer and health non-profits in the U.S. and Europe, delivering marketing for a mind-body medicine non-profit conference, providing a skillful analysis supporting trends for companies, selling products to individuals and companies, and directly helping patients and caregivers in need of assistance

Science Writer & Educator

February 2002-January 2004

National Center for Complementary and Alternative Medicine Clearinghouse at the National Institutes of Health (NIH)

- Researched and wrote NCCAM fact sheets on complementary and alternative medicine (CAM) modalities
- Developed and delivered Clearinghouse staff training with presentations on topics, including clinical trials
- Exhibited nationally on behalf of NCCAM at major medical conferences for education, marketing, being an executive assistant, and as a spokesperson

Policy Analyst and Lobbyist

March 2000-January 2002

National Coalition for Cancer Survivorship

- Researched and analyzed legislative and policy issues relating to quality cancer care and cancer survivorship
- Developed policy statements in presentations and training for the staff and Board of Directors on national cancer issues and other topics
- Educated Members of Congress, their staff, and the media regarding the patient's perspective on policy
- Attended national conferences to provide education, fundraising, and marketing to individuals and industries
- Selected as a patient advocate and spokesperson for the Food and Drug Administration (FDA) Special Government Employee to review cancer clinical trials design and Consumer Representative in the National Cancer Institute (NCI) Cooperative Group

Legislative Assistant

January 1997-March 2000

Hon. Steven R. Rothman, U.S. House of Representatives

- Served as a primary advisor to Congressman Rothman in Washington, DC, on FDA reform, housing, agriculture, as well as other issues, and prepared in-depth legislative briefs and proposals on these topics
- Responded to inquiries about legislative topics on healthcare, the environment, and Judiciary Committee
- Instituted and directed the outreach plan working with leaders of some women constituencies as supporters

OTHER WORK

Founder & CEO

Art of Life Harmony

- Supports harmony as a vehicle of life through art photography, other art genres, and apparel
- Incorporates various strategies for marketing and sales, and adding more factors for success

Event Manager

Event Manager

- Oversees registration, keynote speakers, room monitors, exhibition halls, spokesperson, photography, and other roles
- Delivers organization for management, executive assistant, administrative assistant, and more
- Manages other events with excellence from start to finish providing high-quality services

Consultant

Anticancer Fund (in Belgium)

- Worked on projects to build bridges with Anticancer in the U.S., performed writing and editing for their website and other materials, conducted research, and addressed various roles based on their requests

Consultant

Alliance for Prostate Cancer Prevention (APCaP) (non-profit closed)

- Created the 10-page quarterly newsletters for over 5 years with content, format, and materials, and some topics included scientific research findings, patient stories, asks for donations, and other approaches
- Researched potential foundations and wrote grants to help the non-profit for education and research

Sales Associate

Benetton & Macy's

- Served as a sales associate to exceed company expectations with customer purchases
- Received appreciation of my performance with customer service and customer satisfaction

SKILLS

Education, Advocate, Writing, Research, Coach, Speaker, Spokesperson, Fundraising, Sales, Marketing, Communications, Cold-Calls, Event Planning & Execution, Manager, Leader, Organizer, Executive & Administrative Assistant, Microsoft Outlook, Word, PowerPoint, Keynote, Photoshop, iMovie, Social Media, Facebook Ads, Google AdWords, YouTube AdWords, WordPress, Squarespace, Wix, Shopify, and others

EDUCATION

Ithaca College, Ithaca New York

Bachelor of Arts, English Literature

- Studied abroad in London, England, and Granada, Spain

FURTHER TRAINING

- Certified by HeartMath Clinical Certification for Stress, Anxiety and Emotional Management
- Acquired certificate of CancerGuide® A Program to Train Integrative Cancer Care Counselors from the Center for Mind-Body Medicine by James G. Gordon, MD

OTHER ACCOMPLISHMENTS

- Delivered speeches at events and conferences nationally on various topics for over 20 years
- Volunteered for fundraising, marketing, education, and events with donations to non-profits