

# L'ORÉAL McCOLLUM, MSW, LSW, M.ED.

[loreal@lorealmccollum.com](mailto:loreal@lorealmccollum.com)

## SKILLS & CAPACITIES

Training + Facilitation  
Counseling + Clinical Support  
Project + Program Management  
Strategic Partnerships  
Administrative Operations  
Communications + Branding  
Cultural Competence + Advocacy  
Event Planning + Coordination  
Qualitative Research Methods  
Curricula Development  
Regulatory + Policy Compliance  
Technical Assistance  
Team Leadership

## AREAS OF EXPERTISE

Mental Health Literacy  
Sexual + Relational Violence  
Gender + Human Sexuality Studies  
Health Equity + Minority Health  
LGBTQ+ Cultural Empathy  
Healing-Centered Practice  
Health Communication  
Reproductive Health + Justice  
Pop Culture + Media Studies

## EDUCATION

**Advanced Graduate Study  
Certificate in Human Sexuality  
Studies (ABD),**  
*Widener University*

**Master of Education (M.Ed.),  
Human Sexuality Studies**  
(Sex Therapy Track)  
*Widener University*

**Master of Social Work (MSW),  
Clinical Social Work**  
*Widener University*

**Bachelor of Science (BS),  
Communications & Media Studies**  
*Kennesaw State University*

## DEVELOPMENT/TRAINING

- Certified Domestic Violence Counselor, *PCADV*
- Former Instructor, *Mental Health First Aid* (Youth, Adult Community, Veterans and Military Families, Higher Ed, and Older Adults)

*Internationally accomplished multihyphenate with unique experience in community health and wellness, education/training, project management, social activism, public affairs, communication media, and entertainment. Effectively plans, develops, and implements initiatives through an integrated and holistic approach to health and human services. Specializes in detecting, analyzing, discussing, and processing difficult psychosocial challenges by creatively resolving problems and implementing solutions that engage target populations. Works collaboratively, builds strategic partnerships, and uses all forms of media to improve communications and reach new audiences. Thrives in a fast-paced, challenging environment that equally values innovation, attention to detail, and hard work and offers the opportunity for new experiences and advancement. Hands-on manager and practitioner who provides example-based leadership to create a culture of commitment and accountability, team-oriented working environments, and highly motivated employees who consistently exceed expectation.*

## CONSULTING/TEACHING/FACILITATION EXPERIENCE

### **BEAM / MENTAL HEALTH TRAINING MANAGER / 2021-Present**

Co-manages (along with the Masculinity & Mental Health Training Manager) all aspects of implementing a variety of mental health literacy, healing justice, and organizational change interventions as well as other tasks necessary to supporting BEAM's mission. Manages the coordination of and provides support in preparing, editing, and facilitating course curricula, presentations, and technical assistance on mental health literacy, healing justice, and organizational development. Manages the coordination of technical assistance requests and trainings (including Black Mental Health & Healing Justice Peer Support and Emotionally Intelligent Leadership, etc). Oversees the management of online training platforms. Assists in social media engagement and content creation. Oversees the completion of training event pre-work and follow-up tasks, including compiling workshop survey results and sending evaluations. Performs general clerical duties as needed.

### **BEAM / MENTAL HEALTH TRAINING COORDINATOR / 2020-Present**

Coordinates and provides support in preparing, editing, and facilitating course curricula, presentations, and technical assistance on mental health literacy, healing justice, and organizational development. Coordinates trainings and technical assistance requests, including responding to email inquiries, preparing agendas, and working closely with clients on meeting details. Manages online training platforms. Assists in social media engagement and content creation. Completes all training event pre-work and follow-up tasks including compiling workshop survey results and sending evaluations. Performs general clerical duties as needed.

### **Empathy at Work LLC / CO-OWNER, CONSULTANT / 2018-2021**

Conceptualized, launched, and co-managed business using empathy as a tool for building more diverse, equitable, and inclusive workplaces that inspire braver, more enlightened environments for all to connect, collaborate, grow, and heal.

# L'ORÉAL McCOLLUM

[loreal@lorealmccollum.com](mailto:loreal@lorealmccollum.com)

---

## *Art with Impact* / **WORKSHOP FACILITATOR** / 2018-2020

Facilitated “Movies for Mental Health” (M4MH) and “Our Bodies, Our Minds” (OBOM) workshops on college/university campuses (1-3x month during the school year) using short films, theatre techniques, and community conversations to reduce the stigma of mental illness, increase awareness of sexual violence, and raise empathy for survivors. Moderated panel discussions that connect students with resources, on campus and in their communities.

## *Temple University* / **ADJUNCT INSTRUCTOR** / 2014-2021

Coordinated all aspects of three courses, Human Sexuality (Fall 2015, Spring 2018, Fall 2018), Gender in America (Fall 2014, Spring 2015, Spring 2017), Love, Marriage, & Family (Spring 2021, Fall 2020). Develop and manage curricula and syllabus materials. Facilitate student learning of key materials using both in-class and online methods.

## *Ask L'Oréal LLC* / **OWNER, CONSULTANT** / 2014-Present

Conceptualized, launched, and continues to manage business providing mental and sexual wellness education, consulting, and clinical support for individuals, organizations, and universities. Develop curricula on topics such as behavioral health, gender and sexuality studies, media culture, sexual violence, LGBTQ+ communities, and sexual and reproductive justice.

### **Key Achievements:**

- Hired as lead consultant, curriculum creator, counselor, and trainer for week-long sexual and mental wellness program in Chengdu, China (Jan 2020).
- Served as consultant and focus group moderator to Temple University for “It’s On Us PA” grant-funded project (Spring 2017, Fall 2018), focused on evaluating the areas of sexual violence education, reporting, and support, particular to underrepresented populations (differently-abled, POC, LGBTQ+, and international students).

## *The Velvet Lily* / **LEAD EDUCATOR, CLINICAL CONSULTANT, COACH** / 2010-2016

Educated clientele on a portfolio of topics related to sexuality/sexual health, healthy relationships, etc. Worked with individuals/couples to fill in sexuality education gaps and inspire empowerment as sexual beings. Maintained and expanded knowledge base of store product lines to best address the needs of clientele.

## *Security on Campus, Inc.* / **PEER EDUCATION CAMPUS OUTREACH COORDINATOR** / 2009-2011

Educated and mentored Philly college-bound students on alcohol consumption and sexual violence prevention.

---

## **PUBLIC AFFAIRS EXPERIENCE**

### *Department of Behavioral Health & Intellectual DisAbility Services (DBHIDS)*

#### **SPECIAL PROJECTS COORDINATOR FOR PLANNING & INNOVATION** / 2014-2018

Provided expertise in project and program management, communication, advocacy, population health approaches, and training to drive transformation and ongoing success of the behavioral health system. Function above title, with management responsibilities and total ownership of key initiatives. Direct entire lifecycle of events and projects across the City of Philadelphia’s behavioral health system, working with stakeholders, advisory boards, and key contributors to ensure successful, engaging delivery. Advisor to multiple advisory boards and steering committees.

### **Key Achievements:**

- Served as Board liaison for the City of Philadelphia’s Mayor’s Drug & Alcohol Executive Taskforce, as well as the DBHIDS Division of Behavioral Health Advisory Board, providing technical assistance, special project consultation, and event coordination/logistical support.

# L'ORÉAL McCOLLUM

[loreal@lorealmccollum.com](mailto:loreal@lorealmccollum.com)

---

- Key contributor to group focused on using social media to support stakeholders and various social media platforms to connect with stakeholders and build awareness of health issues.
- Content contributor for DBHIDS Healthy Minds Philly website and advisor on Healthy Minds Philly Advisory Committee that implemented a successful online behavioral health screening and ongoing health promotion campaigns.

*Department of Behavioral Health & Intellectual DisAbility Services (DBHIDS)*

## **COMMUNITY-BASED SERVICES DEVELOPMENT SPECIALIST, LGBTQIA INITIATIVE / 2012-2014**

Multi-faceted role ensuring culturally affirming and clinically appropriate behavioral health services, trauma-informed care, and the connection of health reform and equity for gender and sexual minorities in Philadelphia. Worked collaboratively at the national, state, and local levels to develop/execute programs, systems, education, intervention, and support for lesbian, gay, bisexual, transgender, queer, questioning, intersex, and asexual individuals receiving Medicaid services. Served as resource and liaison to internal/external stakeholders and DBHIDS provider network to provide training and info sessions.

### **Key Achievements:**

- Researched and analyzed proposed and existing federal and state legislation, policies, and social issues related to behavioral health and wellness, allowing DBHIDS and CBH to properly assess and implement strategies to comply with the Affordable Care Act guidelines and state regulations. Resulted in the:
  - Provider network committing to yearly LGBTQIA training to ensure full compliance and best practices.
  - Reconvening of a formerly defunct Person-First Taskforce.
- Selected to serve as the face of the organization, working collaboratively with national, state, and local advocacy groups and coalitions and representing the Department at community health events.
- Key member of planning and evaluation team focused on creating transgender-affirming services, resulting in opening Morris Home, the nation's first and only residential mental health and addictions treatment facility that specializes in services designed for transgender and gender non-conforming individuals.
- Created strategic plans for LGBTQIA and targeted intervention for the city's behavioral health service system.
- Provided oversight and served as copy editor for a provider toolkit focused on LGBTQIA-affirming/person-first behavioral health practices as well as a database of LGBTQIA-affirming network providers.

## **ADDITIONAL EMPLOYMENT**

*Lutheran Settlement House / STOP IPV COUNSELOR, MEDICAL ADVOCATE / 2019-2020*

Primarily responsible for providing individual and group counseling services and advocacy for intimate partner violence (IPV) survivors and their families as part of a hospital-based IPV prevention and response program, located at Einstein Medical Center. Additional responsibilities include training, technical support, and program development.

*Mazzoni Center / PSYCHOTHERAPIST INTERN / 2010-2011*

Completed clinical practicum through Open Door Counseling Program, a licensed outpatient mental health and substance use treatment provider. Provided diagnosis, treatment planning, and empirically supported treatment interventions to LGBTQIA+ individuals. Improved competence in and sensitivity to cultural and individual diversity concerns when planning and implementing treatment.

*Planned Parenthood of SE PA / SOCIAL SERVICES COORDINATOR, COUNSELOR INTERN / 2009-2010*

Identified high-risk youth and provided crisis intervention, short-term supportive counseling, human sexuality education, and social services referrals to 6th-8th grade students in "Youth First" public schools. Collaborated with "Youth First" school nurse practitioners to create and maintain a system of support for students experiencing sexual health and psychosocial stressors.

---

# L'ORÉAL McCOLLUM

[loreal@lorealbccollum.com](mailto:loreal@lorealbccollum.com)

---

## SUPPLEMENTARY INFORMATION

### **COMMUNITY INVOLVEMENT/VOLUNTEER WORK**

- 24hrphl (Philly Nightlife Advocacy Collective), Member/Safer + Accountable Spaces Co-Lead
- AccessMatters, Former Board Director + Communications Community Co-Chair
- Elements Organization, Former Conference + Event Management Chair
- Girls Rock Philly, LRC Rock Camp Alumna + Former Events Volunteer
- Shared Safety (Coordinated Community Response to Relational Violence), Former Communications Co-Chair

### **PROFESSIONAL AFFILIATIONS**

- RSA (Royal Society for the Encouragement of Arts, Manufactures, and Commerce), 2019 Fellow
- Triota (National Honors Society for Women & Gender Studies), Member
- Widener University Human Sexuality Education Student Organization, Former Chair

### **PROFESSIONALLY-RELEVANT HOBBIES**

- Contracted with AMA Talent Agency for commercial acting/modeling, voiceover, and hosting work
- Vinyl Enthusiast/DJ (@lolakinksmusic)

### **TECHNICAL SKILLS**

- *Communications/Social Media:* Facebook, Hootsuite, Instagram, LinkedIn, Snapchat, TikTok, Tumblr, Twitter, Wordpress
- *General:* Microsoft + Google Suites
- *Education:* Blackboard, Canvas, Turnitin, Prezi, VoiceThread
- *Project Management:* Asana, Docsvault, Basecamp, Smartsheet