

L'ORÉAL McCOLLUM, MSW, LSW, M.ED.

(she, her) · Philadelphia, PA 19103 · loreal.mccollum@gmail.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

Healing-Centered Practice
Mental Health Literacy
Sexual + Relational Violence
Gender + Human Sexuality Studies
Health Equity + Minority Health
LGBTQ+ Cultural Empathy
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

CERTIFICATIONS/DEVELOPMENT

- Psychedelic Therapy Certificate
Training for Clinicians & Facilitators
(In Progress), *SoundMind Institute*
- Certified Master TEFL Expert
Teacher, *MyTEFL*
- Certified Domestic Violence
Advocate, *PCADV*

Internationally accomplished healing practitioner, educator, and artist with unique experience in community health & wellbeing, 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 healing 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

Manages 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, vision, and values. Supervises the coordination of and provides support in the development, innovation, preparation, editing, implementation, and facilitation of course curricula, presentations, and technical assistance centering mental health literacy, healing justice, peer support, and organizational wellness. Facilitates training curricula with other members of the training team. Directs the coaching efforts of the organization, independently providing monthly sessions to training/capacity building program and grant project participants. Oversees the coordination of training, capacity building, and technical assistance requests (including Black Mental Health & Healing Justice Peer Support, Emotionally Intelligent Leadership, etc). Manages the coordination and administration of online training platforms. Assists in tool/toolkit development, social media engagement, and content creation. Directs the completion of training event pre-work and follow-up tasks, including compiling workshop survey results, evaluations, etc. Currently leads the coaching, supervision, and mentorship of all present members of the training and programs team (as well as a graduate capstone project intern). Ensures BEAM's mental health literacy and peer support programs provide accurate, culturally relevant, timely and accessible mental health information to the Black communities we serve. Manages partnerships with training institutions, funders, and collaborative partners. Coordinates evaluatory activities in collaboration with Social Insights Research (the Black Mental Health and Healing Justice evaluation team), leading up to the annual/semi-annual training immersion programs. Initiated the development and provides ongoing maintenance of a fee-for-service and honorarium payments database, as well as an annual training and capacity building program participant inventory. Partners with the Executive Director to ensure the relevance and efficacy of BEAM's training and capacity building programs. Performs general clerical duties as needed.

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BEAM / MENTAL HEALTH TRAINING COORDINATOR / 2020-2021

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.

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), and Love, Marriage, & Family (Spring 2021, Fall 2020). Developed and manage curricula and syllabus materials. Facilitated student learning of key materials using both in-class and online methods.

Ask L'Oréal LLC / OWNER, HEALING PRACTITIONER, COACH, CONSULTANT / 2014-Present

Conceptualized, launched, and continues to manage business providing emotional and mental support, sexual & mental wellbeing education, coaching, and consulting for individuals, organizations, and public institutions. Develops curricula on topics such as behavioral health, gender and sexuality studies, media culture, sexual violence, grief and trauma, 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 address 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. Served as a leader and mentor on high school campuses in the provision of mental health and preventative interventions.

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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, training/capacity building, communication, advocacy, and population health approaches to drive transformation and ongoing success of the behavioral health system. Functioned above title, with management responsibilities and total ownership of key initiatives. Directed entire lifecycle of events, training and capacity building programs, and projects across the City of Philadelphia's behavioral health system—working with stakeholders, advisory boards, and key contributors to ensure successful, engaging and health equitable service delivery. Advisor to and director of multiple advisory boards and steering committees.

Key Achievements:

- Led the coordination and directed the activities of the Department's coalition on human trafficking and sexual exploitation. Participants included members across the Department's clinical service and legal advocacy teams, internal/external training programs, provider network, etc.
- 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 specialized training and capacity building, technical assistance, special project consultation, and event coordination/logistical support.
- Key contributor to internal committee focused on using social media and their various platforms to connect with and support stakeholders in developing/maintaining mental health literacy.
- 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 across the city.

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, training/education, interventions, 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 toward the provision of health equitable service provision by developing/providing informational sessions and training/capacity building opportunities.

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 annual trainings and ongoing quality assurance to ensure full compliance and best practices.
 - Reconvening of a previously defunct Person-First Taskforce that, to this day, continues to operate.
- Selected to serve as the face of the organization regarding LGBTQIA+ health equity work, 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.

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- Provided oversight/content and served as copy editor for provider toolkits 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.

SUPPLEMENTARY INFORMATION

COMMUNITY INVOLVEMENT/VOLUNTEER WORK

- 24hrphl (Philly Nightlife Advocacy Collective), Member and Safer + Accountable Spaces Committee Co-Lead
- AccessMatters, Former Board Director + Communications Committee 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 DJ (@lolakinksmusic)

TECHNICAL SKILLS

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