

EDUCATIONAL BACKGROUND

INSTITUTION	DEGREE	DATE	FIELD
Lawrence University, Appleton, WI	BA	2000	English
National Louis University, Chicago, IL	MAT	2002	English Education
University of Minnesota, Mpls., MN	MPH	2006	Community Health Education
Emory University, Atlanta, GA	PhD	2011	Behavioral Sciences & Health Ed
Berklee College of Music, Boston, MA	Certificate	2025	General Music

ADDITIONAL TRAINING

Urban Studies Program, Chicago, IL	1997	Urban Studies/Education
European Cultural History Tours	1998	Study Abroad Program
Ithaca College London Study Center	1999	English Literature and Theater
Walloon Institute, Evanston, IL	2001	Best Practices Teaching Methods
MAXQDA Qualitative Software	2010	Emory University
Crisis and Emergency Risk Communication	2011	CDC
Active Learning and Engagement Initiative	2012	Emory University
Managing to Change the World Essentials	2012	The Management Center
Innovation Leadership Workshop	2013	4.0 Schools
Collaborative Leadership and Facilitation	2015	Collaborative Operating System
Positive Discipline Coaching	2017	Positive Discipline Association Gallup
Gallup Certified CliftonStrengths Coaching	2017	The Enneagram in Business
Coaching with the Enneagram	2020	Association of Master Trainers in LSP
Certified Facilitator in the LEGO® SERIOUS PLAY® method	2025	

WORK EXPERIENCE

2021-	Owner and Founder, Compass Within Career Coaching program, Atlanta, GA
2014-	Owner and Founder & CliftonStrengths Coach and Facilitator, MavenTree Consulting, LLC, Atlanta
2013-	Adjunct Assistant Professor, Rollins School of Public Health, Emory University
2011-	Trainer, Region IV Public Health Training Center, Emory University
2013-2014	Managing Director, Alumni Leadership and Community Engagement, Teach For America,
2011-2013	Atlanta Assistant Research Professor, Department of Behavioral Sciences and Health Education, Rollins School of Public Health, Emory University
2011-2013	Evaluator, Emory Public Health Training Center; PI: Miner, K., Co-PI: Alperin, M.
2011-2013	Evaluator, Atlanta Clinical and Translational Science Institute, PI: Stephens, D.
2010-2012	Co-investigator/Lead Qualitative Researcher, Emory Preparedness and Emergency Response Research Center: Assessing the Utility of Incident Command Systems and Emergency Operations Centers in Public Health Crises; PI: Berkelman, RL.
2010-2011	ORISE Evaluation Fellow, CDC, National Center for Chronic Disease Prevention and Health Promotion, Dept. of Nutrition, Physical Activity, and Obesity, Evaluation Team

2008-2009	Teaching Assistant/Co-Teacher: Research Methods; Quantitative Methods; Social Behavior in Public Health
2007-2009	Graduate Research Assistant, Emory University: - Public Health Workforce Study; Co-PI: Hepburn, V., Co-PI: Miner, K. - Avon Foundation Comprehensive Breast Center Community Education & Outreach Initiative; PI: Arriola, K. - Project ACTS: About Choices in Transplantation and Sharing; PI: Arriola, K. - Nutrition Environments Measures Survey; PI: Glanz, K. - Health Literacy Research; PI: Echt, K.
2005-2007	Director of Health, Parents In Community Action Head Start, Minneapolis, MN
2004-2005	Educational Coordinator, Achieve!Minneapolis STEP-UP Program, Minneapolis, MN
2000-2002	English, Drama, and Debate Teacher, Benito Juarez Community Academy, Chicago, IL

LOCAL AND COMMUNITY ACTIVITIES

2025-	Camp Collective Participant and Community Member, ATL Collective, Atlanta, GA
2021-	Recording Studio Intern, Gallop Studios, Atlanta, GA
2022-2024	Lay Cantor, Congregation Bet Haverim
2016-2024	Arts Programming Facilitator, Congregation Bet Haverim
2018-2024	Grant Writing, Program Planning, and Evaluation Support, Congregation Bet Haverim
2017-2018	Teacher, PreK Sunday School class, Congregation Bet Haverim, Atlanta, GA
2017	Participant, World Pilgrims Interfaith Guatemala Trip
2016-2025	Member, The Mamalehs and Achiyot Shirah Singing Groups, Atlanta, GA
2016-2017	Leader, Family Minyan, Congregation Bet Haverim, Atlanta, GA
2014-2025	Member, Soloist, and Tech Support, Congregation Bet Haverim Chorus, Atlanta, GA
2012	Member, Cuba Emergency Preparedness Delegation (Center for International Policy)
2012-2014	Member, EnRICH (Enhancing Resilience and Capacity for Health) international network
2011-2013	Member, Teach For America Metro-Atlanta Alumni Board, Atlanta, GA
2009-2010	Career Mentor, Teach For America, Atlanta, GA
2008-2009	Family Mentor, International Rescue Committee, Atlanta, GA
2007	Tutor, Jewish Family Services, Atlanta, GA
2006-2007	Mentor, University of Minnesota School of Public Health, Minneapolis, MN
2005-2006	Engliyada Volunteer Teaching Program, Tiberias, Israel
2002-2003	Sunday School Teacher and Israel event organizer, B'nai Israel Synagogue, Rochester, MN
2001-2002	Learning Team Leader, Teach For America, Chicago, IL
2000-2002	Corps Leadership Group Member, Teach For America, Chicago, IL
1999-2000	Tutor and After-School Instructor, Lawrence University, Appleton, WI
1997	Intern Teacher, Jane Addams Hull House, Chicago, IL
1993-2000	Stage Manager, Actor, Volunteer, Rochester Civic Theatre, Rochester, MN

ACADEMIC SERVICE ACTIVITIES

2013-	Meet with and advise current MPH and PhD students and alumni
2012-2013	Member, Committee to assess PhD program competencies, Department of Behavioral Sciences and Health Education, Rollins School of Public Health
2011-2014	Founder and Executive Director, ConnectEd 4 Health, Emory University
2011-2013	Co-Founder and member, Public Health and Neurology Collaborative, Emory University
2010-2012	Member, Council on Education for Public Health Accreditation Steering Committee, Emory
2008-2010	Student Representative, Doctoral Program Committee, Rollins School of Public Health, Emory
2009-2010	Student Representative, Dean's Committee on Teaching, Rollins School of Public Health, Emory

GUEST LECTURES, TRAININGS, COURSES, AND FACILITATION

2015-	MavenTree Consulting Workshops and Trainings (developed and taught): Strengths-based Team Building, Management, Leadership, and Communication (Emory Univ. & Hospital, CDC, State & Local Public Health Departments in GA & FL, Planned Parenthood, Legoland, Mercedes-Benz, SK Collaborative, Children's WI, Health Resources in Action, Functionize Health) Strengths-based Interviewing for Graduate Students and Post Docs (Emory University) Clear Writing for Public Health Professionals (Boston Public Health Commission) Developing Strong Logic Models (Georgia Department of Public Health) Cultural Competency (Fulton County Department of Public Health) Curriculum Design (The Boys and Girls Clubs of America) Health Literacy and Cultural Competency (Georgia SOPHE and Macon PH Dept) Crafting Success Stories (CDC University) How to Teach Adults: Strategies for Creating Meaningful Learning Experiences. (NEPHTC) b. mitzvah: A Strengths & Values-Based B'nai Mitzvah process (Jewish Federation of Greater Atl) How to Write a Winning College Essay workshop (JumpSpark, Atlanta) Parenting Through Covid-19 online workshop (Cherry Bekaert, national) Seeing Your Vision & Creating Your Vision Board (MavenTree Consulting, Online and in-person) Young Women in STE(A)M Kick off event facilitation (JumpSpark, Atlanta) Positive Discipline (Intown Stars Gymnastics Gym, STE(A)M Truck, In The City Camp)
2011-	Region IV Public Health Training Center Trainings (developed and taught) Strengths-Based Leadership for Public Health Practitioners Program Planning for Public Health Practitioners Practical Evaluation Skills for Public Health Practitioners Health Literacy and Cultural Competency for Public Health Practitioners
2008-	Rollins School of Public Health, Emory University Atlanta, GA Course Component: Strengths-based Leadership for Maternal-Child Health students Course: Principles of Curriculum and Instruction Course: Classroom to Community: Health Education in Action Course: Translational and Interdisciplinary Public Health Research for PhD students Course: Mixed Methods Research and Evaluation Practice (online) Panelist: Health Literacy and the Ethics of Consent, Emory Ethics Consortium Panelist: Careers in Health Education Training: Introduction to Qualitative Research and Data Analysis Training: Teaching 101

Guest Lecture: Mixed-methods Approaches to ICS/EOC Use in Health Departments
 Guest Lecture: Creating an Instructional Foundation for Health Behavior Change Interventions
 Guest Lecture: Health Literacy: Bridging the Gap Between Research & Practice
 Guest Lecture: Using Wordle to Enhance Qualitative Analysis
 Guest Lecture: Creating an Instructional Foundation for Behavior Change Interventions
 Guest Lecture: Observational Research in Qualitative Studies
 Guest Lecture: Intervention Research and Evaluation with Under-served Populations
 Guest Lecture: Health Literacy and Utilization of Health Services
 Guest Lecture: Health Disparities and Health Literacy
 Guest Lecture: Adult Basic Education: A Complementary System to Address Health Literacy
 Guest Lecture: Design and Planning of Community Interventions
 Guest Lecture: Interpersonal and Organizational-Level Theories for Behavior Change
 Guest Lecture: Individual-level Theory for Health Behavior Change
 Guest Lecture: Introduction to Quasi-Experimental Study Design
 Guest Lecture: Measurement in Behavioral Sciences Research

2013-2014

Teach For America, Metro Atlanta Trainings (Developed and taught)

Introduction to Logic Model Design
 Introduction to Evaluation: Quality data, and using data to improve practice
 Evaluation 101 – Building process and outcome evaluation into your program
 Evaluation 102 – How to conduct interviews and focus groups and analyze data

2010-2013

Emory University Hospital, Neurology Resident Education Program

Guest Lecture: Health Literacy: Maximizing Your Patient Interactions
 Guest Lecture: Mixed-Methods Research in the Practice of Neurology

2011

Centers for Disease Control and Prevention

Guest Lecture: Educating Policy Makers: Ensuring your message is heard and remembered

2006-2007

Parents in Community Action Head Start, Minneapolis, MN

Training: Preparing for the Federal Head Start Performance Review in Health
 Training: Hygiene and Sanitation in the Head Start Classroom
 Training: Introduction to PowerPoint
 Course: Healthy Eating and Cooking for Families

2005-2006

Department of Epidemiology and Community Health, University of Minnesota, Mpls., MN

Workshop: Curriculum Development and Lesson Plan Creation

2005-2006

Achieve!Minneapolis, STEP-UP Program, Minneapolis, MN

Training: Youth Employment Readiness Training
 Training: Supervisor Training – Working with Students from Diverse Backgrounds

2001

Teach For America, Chicago, IL

Training: Making Class Work – Effectively Teaching Students with Disabilities

CONSULTANT WORK

2014-2023	Deepening Your Impact (3-part series on Health Education Strategies), New England Public Health Training Center) Online course re-development: Healthy Eating for Healthy kids & A Equity Guided Approach to Public Health for Leaders at All Levels (NEPHTC) Voice-over recording for self-paced trainings, New England Public Health Training Center Development of Mental Wellness Toolkit and related curricula, Blue Dove Foundation Strengths-Based Coaching for Graduate Students, Emory University Graduate School Faculty Advisor, Emory Public Health Training Center Training, technical assistance, and materials development (Boys and Girls Clubs of America) Evaluation and Grant Writing Technical Assistance (STE(A)M Truck) Learning and Development Consultant, Rollins School of Public Health CLaRK program, The New School (Atlanta), Intown Stars Gymnastics Training, coaching, and TA on strategic planning and grant writing with the Emory Center for Training and Technical Assistance (Healthy Places Program) Consultant Grant and Report Writer (PICA Head Start, Minneapolis)
2008-2010	- State Health Disparities Grant - Early Childhood Mental Health Grant (Secured \$300,000 grant) - USDA Food Support Grant - Split-Week Program Variation, Response to Department of Health and Human Services

CURRICULA WRITTEN

2022	<i>b. mitzvah: Connecting Families Through Strengths & Values</i> . Jewish Federation of Greater Atlanta
2019	<i>Making Mental Wellness Part of Your Community's Culture</i> . Blue Dove Foundation, Atlanta, GA
2019	<i>Recognizing When Someone is in Need of Help: Mental Wellness in Action</i> . Blue Dove Foundation. Atlanta, GA
2006	<i>Building Healthy Lives in America: A seven-session nutrition education course for new immigrant and refugee adolescents</i> . Masters Thesis: University of Minnesota School of Public Health, Minneapolis, MN
2005	<i>Preventores de Emergencias: Hispanics Preventing Emergencies</i> , Youth Program American Red Cross, Minneapolis, MN
2005	<i>STEP-UP Youth Employment Readiness Trainings and Supervisor Trainings</i> Achieve!Minneapolis, STEP-UP Program, Minneapolis, MN

AWARDS AND RECOGNITION

2019	Voyage ATL: Conversations with the Inspiring Dr. Ariela Freedman
2013	The Nation's Health: <u>Students Take Lessons to a Smaller Audience</u>
2012	Rollins School of Public Health Magazine: <u>Rollins joins with Teach For America to promote health in the classroom</u>
2012	Emory News: <u>Rollins partnership pairs Emory students and real-world classrooms</u>
2012	Emory News: <u>Emory Public Health joins with Teach For America to promote health in the classroom</u>
2012	Emory Health Magazine: <u>Teach Health for America.</u>
2012	Nominee for Robert Wood Johnson's Young Leader Award in Health

2011-2012	Alumni Profile, Teach For America Metro Atlanta
2005-2006	Alumni Profile, University of Minnesota School of Public Health Annual Report
2002-2006	Who's Who Among America's Teachers
2002	"Make 'Em Laugh" Chicago Tribune, February 17, 2002
2001	Chicago Tribune "Up and Coming" Sunday Profile, January 28, 2001
2000	Nominee for Teach For America's Sue Lehmann Award for Excellence in Teaching
2000	Nominee for Suave Educator's Performance Plus Award
2000	Cum Laude, Lawrence University
1997	Dean's List, Lawrence University

PEER REVIEWED PRESENTATIONS AND PUBLICATIONS

Comeau, D., Escoffery, C., **Freedman, A.**, Ziegler, T., & Blumberg, H. (2016). Improving clinical and translational research training: a qualitative evaluation of the Atlanta Clinical and Translational Science Institute KL2 Mentored Research Scholars Program. *Journal of Investigative Medicine*. 65 (1), 23-31.

Freedman, A.M., Simmons, S. Lloyd, L.M., Redd, T., Alperin, M., Salek, S., Miner, K. (2014) Public Health Training Center Evaluation: A Framework for Using Logic Models to Improve Practice and Educate the Public Health Workforce. *Health Promotion Practice*, Mar;15(1 Suppl):80S-8S.

Freedman, A.M., Alperin, M., Lloyd, L.M., Salek, S.S., Redd, T.R., Miner, K.R., (2013) Logic Model 2.0: A framework for Revising your program's logic model. Oral presentation at the American Public Health Association Conference, Boston, MA.

Freedman, A.M., Williams, A., Bryson, A., Keefe-Oates, B., Salek, S.S., Turgeon, M., Murphey, T. (2013) Connected 4 health: Developing an interdisciplinary network of leaders who work at the intersection of health and education. Oral presentation at the American Public Health Association Conference, Boston, MA.

Freedman, A.M., Williams, A., Bryson, A., Keefe-Oates, B., Unzicker, K., Drucker, J., Salek, S.S. (2013) Classroom to Community: Empowering teachers to address health as a barrier to educational achievement. Poster presentation at the American Public Health Association Conference, Boston, MA.

Alperin, M., Lloyd, L.M., Redd, T.R., **Freedman, A.M.**, Salek, S.S., Miner, K.R. (2013) Putting adult learning theory into action: Strategies to create relevant trainings for multidisciplinary audiences. Oral presentation at the American Public Health Association Conference, Boston, MA.

Alperin, M., Lloyd, L.M., Redd, T.R., **Freedman, A.M.**, Salek, S.S., Miner, K.R. (2013) Advocating for Public Health. Oral presentation at the American Public Health Association Conference, Boston, MA.

Freedman A.M., Kuester SA, Jernigan J. (2013) Evaluating public health resources: what happens when funding disappears? *Prev Chronic Dis*. Nov 14;10:E190.

Freedman, A.M. (2013). New Models for Diabetes Education: An interdisciplinary approach to how people learn. Keynote speech at Maine Diabetes Health Educator Conference. Point Lookout, ME.

Freedman, A.M., Echt, K.V., Miner, K. R., Parker, R., Cooper, H.L.F. (2013) Book chapter: Health Education is Health Literacy: Maximizing the Impact of Health Education Interventions by Focusing on How Individuals Acquire Skills for Behavior Change. Nova Science Publishers, Inc., Hauppauge, NY.

Freedman A.M., Mindlin M., Morley C., Griffin M., Wooten W., Miner K. (2013) Addressing the gap between public health emergency planning and incident response: Lessons learned from the 2009 H1N1 outbreak in San Diego County. *Disaster Health*. 1(1).

Freedman, A.M., Painter, J., Unzicker, K., LaMont L., Williams, A. (2012) Creating Classroom to Community: Health Education in Action – a service-learning partnership with Teach For America. Poster presented at the American Public Health Association conference. San Francisco, CA.

Freedman, A.M., Miner K. R., Levinson, R. (2012) Teaching Translation and Teamwork: a foundation for doctoral education. Oral presentation at the American Public Health Association conference. San Francisco, CA.

Freedman, A. M., Miner, K. Echt, K., Cooper, H. L. F., Parker, R. (2012) BEAN: An action-oriented and scientifically-based model for how people learn health literacy skills. Oral presentation at the American Public Health Association conference. San Francisco, CA.

Freedman, A. M., Salek, S., Beck-Pancer, L., Hazra, E. (2012) Classroom to Community: Training Health Educators. Georgia Public Health Association Conference, Atlanta, GA.

Freedman, A.M., Mindlin, M. Miner, K.R. (2012). Mixed-methods Approaches to Translating Emergency Preparedness Research into Practice and Improving Evaluation of Emergency Preparedness Programs. Oral presentation at Public Health Preparedness Summit. Anaheim, CA.

Freedman, A.M., Mindlin, M. Smock, J. (2012) Fostering Collaborating Between Academia and Public Health Emergency Preparedness Practitioners through a Community Based Participatory Research Approach. Poster presentation at Public Health Preparedness Summit. Anaheim, CA.

Mindlin, M. **Freedman, A.M.,** Bitler, L., Lee, A., Miner, K. (2012) Local Health Department Implementation of ICS and EOCs: Looking Back, Shaping the Future. Oral presentation at Public Health Preparedness Summit. Anaheim, CA.

Freedman, A.M., Parker, R., Echt, K.V., Cooper, H.L.F. & Miner, K.R. (2012) Better learning through instructional science: A health literacy case study in "how to teach so learners can learn." Health Promotion Practice. 13(5) 648-56.

Rodden, M.F., **Freedman A.M.,** Tomxyszyn P., Tubby C., Helmers S.L. (2011) Patients and Physicians Perceptions on Access to Epilepsy Care: A Collaborative Survey. Poster presentation at American Epilepsy Society Conference, Baltimore, MD.

Freedman, A. M., Miner, K. Echt, K., Parker, R., Cooper, H. L. F. Amplifying Diffusion of Health Information in Low Literate Populations Through Adult Education Health Literacy Classes. (2011) Journal of Health Communication, 16:119-133.

Freedman, A.M., Freedman, C.S. Ensuring Patient Success: Applying cognitive psychology and adult learning theory to teaching functional health literacy skills to transplant patients and their care providers. (2011) Oral presentation at the Society for Transplant Social Workers Conference. Tampa, FL.

Freedman, A.M., Miner, K.R., Echt, K.V., Cooper, H.L.F., Parker, R. Creating a Rigorous Instructional Foundation for Health Education Interventions: Integrating Cognitive Psychology and Adult Learning Theory to Foster Functional Health Literacy Skill Acquisition (2011). Poster presentation at the American Public Health Association Conference, Washington DC.

Freedman, A.M., Mindlin, M., Morley, C., Griffin, M., Miner, K. Improving Public Health Emergency Preparedness: Narrowing the Gap Between Planning and Reality: Lessons Learned from the H1N1 Outbreak in San Diego on workforce preparedness (2011). Poster presentation at the American Public Health Association Conference, Washington DC.

Freedman, A.M., Morley, C.A., Griffin, M., Mindlin, M., Miner, K.R. Improving Risk Communication in Emergencies: Lessons Learned from a Case Study Using the 2009 Novel H1N1 Influenza Outbreak in San Diego. (2011). Poster presentation at Public Health Preparedness Summit. Atlanta, GA.

Freedman, A.M., Cooper, H.L.F., Parker, R., Miner, K., Echt, K. (2010). Adult Education as a Vehicle for Health Communication. Oral presentation at the American Public Health Association Conference. Denver, CO.

Freedman, A.M., Parmer, J., Hepburn, V., Miner, K. (2009). Enhancing the Partnership with Public Health Employers: Are Public Health Educators Really Tuned into Employers' Needs? Poster presented at the Society for Public Health Education Annual Conference. New Orleans, LA.

Hepburn, V., Miner, K., Parmer, J., **Freedman, A.M.** (2009). Georgia's Public Health Workforce: A Research Whitepaper. University System of Georgia, Center for Health Workforce Planning and Analysis.

Parmer, J., Hepburn, V., Miner, K., **Freedman, A.M.** (2009). Strengthening the Public health Workforce: Employer Perspectives. Oral Presentation at the Society for Public Health Education Annual Conference. New Orleans, LA.

Owen-Smith, A., **Freedman, A.** & DiClemente, R. (2009). Association between health literacy and complementary and alternative medicine (CAM) use among HIV-positive patients. Poster presented at the North American Conference on Complementary and Integrative Medicine, Minneapolis, MN.

Hepburn, V., Miner, K., Parmer, J., **Freedman, A.M.** (2008). Public Health Workforce Study. Oral Presentation at the American Public Health Association Annual Conference. San Diego, CA.

THESIS COMMITTEES CHAIRED

Erin Keyes (2013) Se habla español: Using Chagas disease as a model for developing health communication products with the US Latin American immigrant population.

Alex Olivas (2013) Cyber-Bullying Prevention: Program Assessment and Implications.