

# TEANNA L. ROSS

MENTAL HEALTH ADVOCATE | ENTREPRENEUR

## OBJECTIVE | SUMMARY

Seeking to connect and/or collaborate with companies and organizations providing Mental Health Care Services and Resources where my personal and professional experience would have valuable application.



### PHONE

626.594.5891



### EMAIL

hello@teannalanise.com



### ADDRESS

Pasadena, CA

## EDUCATION

June 2010

### Masters in Business Administration

University of Phoenix, Pasadena, CA

June 2008

### Bachelor of Fine Art Visual Communication

American InterContinental University - Los Angeles

## SKILLS

Windows 11 + Microsoft Office Suite

Adobe Creative Suite

Passionate about helping others

Personable | Great Listener

Growth Mindset | Personable

Organized | Research Proficient

## EXPERIENCE

April 2020 - Present

### Program Coordinator

#### Painted Brain

Oversee the implementation of the FEMA Non-Clinical Crisis Counseling program. Responsible for managing program activities including: outreach and engagement; overseeing crisis support services such as individual and group support services offered to the general California population and ensure both one-on-one and group sessions with survivors are developed and executed in a way that will best help support survivors on their journey to recovery. While in charge of general coordination, work alongside and oversee Crisis Counselors who have lived and learned expertise in the mental health field and mental illness.

July 2020 - Present

### Director of Marketing

#### Jazzy Jam for Empowerment

Responsible for finding strategic partnerships that will enhance and support creative, hands-on educational, financial, entrepreneurship and business programming opportunities as well as social-emotional, mental health and services. Oversee the promotion and advertising efforts to increase program enrollment as well as build brand awareness. Responsible to plan, develop and execute an overall marketing plan that supports the organizations mission, vision and core values; execute campaigns and measure the return on investment of various advertising methods.

December 2019 - June 2021

### Vice President

#### Therapeutic Play Foundation

Work with the board of directors and other senior executives of the organization, plans, develops and enforces policies and objectives for the organization to ensure it maintains its values and meets established goals. Reports to the president or board of directors, manages employees and the day-to-day activities of the organization. This includes developing responsibilities for the staff, hiring employees, developing and mentoring staff, as well as ensuring the organization accomplishes tasks to meet its overall goals. Creates public awareness initiatives and ensures the organization is visible to the community and those interested in assisting the foundation. Overseeing and maintaining the financial budgets for the organization; ensuring the organization is compliant with state and federal guidelines as a nonprofit organization, allocating funds for each department and ensuring the financial stability of the organization.

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ENTREPRENEUR

## AWARDS

2019

### Entrepreneur Mom of the Year

Ladies Operating Very Effectively

2017

### Community Service Award

Black Business Women Rock

## CERTIFICATIONS

Certified DV Counselor | 2021  
WTLC - Orange County

Mental Health First Aid | 2022  
Youth and Adult - National  
Council for Mental Wellbeing

Advanced Peer Support  
Specialist Certificate | 2022  
SHARE!

Non-Violent Resolution  
Facilitator Certificate | 2022  
Alternatives to Violence

Bank of America Institute for  
Women's Entrepreneurship  
at Cornell University Certificate  
June 2022

## TRAINING

Technical Assistance and  
Peer Education Infrastructure  
to increase impact of  
Parent-Run CBO's providing  
Social-Recreational Services  
for Individuals with  
Intellectual and  
Developmental Disabilities  
2021 - Children's Hospital  
Los Angeles and USC

## EXPERIENCE (CONT)

2016 - 2020

### Vice President of Marketing

Pasadena Black Pages

Oversee, design, implement and monitor marketing strategies that align with organizational goals. Develop and implement cohesive marketing strategy and plan to increase brand awareness. Build relationships with media and community stakeholders through creative PR Strategies. Monitor marketing campaigns, prioritize marketing objectives and allocate resources accordingly. Provide guidance and ideas to organize effective marketing events.

2008 - Present

### Branding + Marketing Strategist | CEO

Kreative Eye Design

Work with creative and purpose-driven entrepreneurs, small business owners and non-profit organizations to visually tell their brand story that engages and connects with their mission and vision that also resonates with their target audience. Responsible for creating and overseeing graphic and web design solutions that allow clients to stand out, remain memorable, create and build brand recognition. Transforming brands in three core ways:

- Crafting the way clients want to be perceived
- Guide clients on how to solidify expert status within their niche
- Help clients build the know, like, trust factor

Consult and strategize with clients looking to create a unique branding experience from concept to completion. Create content, graphic and web design solutions to capture the brand's identity for consistent messaging and cohesive branding. Train and educate senior, executive staffing and decision-makers on branding, marketing and social media tools and techniques that will enable and empower them to continue to be successful in their branding and marketing initiatives.

## REFERENCES

Available Upon Request