



Evelyn B. Woods, LCSW

Social Worker • Speaker • Trainer • Workshop Presenter

Lively, interactive, and engaging presentations for corporations and schools

- ▶ Licensed Social Worker recognized by Rutgers University as a subject matter **expert on adolescent mental health**.
- ▶ Deliver tailored programs with **concrete takeaways** – not just abstract information.
- ▶ Consistently **rated five out of five stars** by participants.



Topics & Expertise

Crisis Intervention
Adverse Childhood Experiences
LGBTQI+ Youth

Suicide Prevention
Trauma Response
Cultural Sensitivity

Sexual Assault
Domestic Violence
Conflict De-escalation

SELECT ORGANIZATIONS SERVED



PROFESSIONAL EXPERIENCE

Safe Harbor Therapy, LLC | Northfield, New Jersey

6/2015 to Present

Therapist, Presenter, and Trainer

Create targeted treatment plans for individuals and families to address depression, anxiety, bipolar disorder, trauma-related disorders, bereavement, suicidal ideation, and substance use disorders (SUD).

- ▶ **Presenter:** Designed and delivered over 20 five-star-rated workshops, conferences, and presentations to schools, community organizations, and corporations – with audience sizes ranging from 12 to 1,200.
- ▶ **Trained thousands of employees** of the Division of Child Protection on topics such as adverse childhood experiences, LGBTQI+ cultural competency, and adolescent development.

Daylight Integrated Health | Trenton, New Jersey

2/2012 to 6/2015

Program Manager

Piloted a school-based youth-services program across the district. Identified best practices in other schools. Directed clinical therapy and education to optimize mental health, life skills, employment, and recreation. Managed program budget, grant applications, fundraising, and interagency collaboration.

- ▶ Established a scholarship fund benefiting graduating seniors. Pioneered and managed well-attended community events including Pride Day at the Zoo and Game of Life, each attracting 350+ attendees.

Traumatic Loss Coalition | Cape May County, New Jersey

4/2009 to 2/2012

County Coordinator

- ▶ Built, organized, and facilitated the county's *first* lead-response team to assist schools following a traumatic-loss event. The program's key mission was suicide prevention.

Cape Counseling Services | Woodbine, New Jersey

12/2006 to 4/2009

Clinical Coordinator

Supervised residential counselors and coordinated program services for teens aged 12-17. Provided individual, group, and family therapy, assessed new referrals, and managed crises. Wrote treatment plans and managed team meetings.

- ▶ Interviewed, hired, and trained 15 new counselors in interventions and internal procedures.

RECENT PRESENTATIONS & SPEAKING ENGAGEMENTS



Anchored in empathy and expertise, Evelyn Woods profoundly connected at the PRIDE conference as she illuminated the path to hope and resilience in our youth.



– Andrew Dell, president, National Coalition for Suicide Prevention

Presenter, Stockton's Southern Regional Institute and Educational Technology Training Center: "Mental Wellness for Teachers" and "Building Resiliency in Youth" at various school districts throughout 2023.

Speaker, Cape Assist's Peer Leadership Conference: "Stillness: During a Global Pandemic and Beyond," October 2021.

Conference Presenter, National Center for School Mental Health Annual Conference: "Strengthening School Communities: Skill Building for Students and Teachers," October 2021.

Webinar Presenter, National Association of Social Workers (NASW): "Interactive Exercises to Promote Peaceful School Environments," September 2020.

Keynote Speaker, New Jersey PRIDE Conference: "Mental Wellness and Safe Spaces for LGBTQI+ Youth," January 2020.

Conference Presenter, National Association of Social Workers (NASW): "Foster Care: Closing the Gap Between Best Practices, Current Policies, and Reality," April 2019.

Conference Presenter, New Jersey Department of Children and Families, Adolescent Networking Conference: "Talking About Sex: Confidence and Communication Skills Are Inseparable Necessities," April 2019.

EDUCATION

Master of Arts in Social Services | Bryn Mawr Graduate School of Social Work and Social Research

Bachelor of Arts in Psychology | The College of New Jersey

LICENSES & CERTIFICATIONS

- Licensed Clinical Social Worker, state of NJ (since 5/2004)
- Certified School Social Worker, state of NJ (since 12/2001)
- Certified Sexual Assault Counselor, state of NJ (since 3/2008)
- Certified Domestic Violence Counselor, state of NJ (since 6/2009)
- Certified Disaster Response Crisis Counselor (since 12/2007)
- Certified Trauma Focused Cognitive Behavioral Therapist (since 10/2017)
- Certified Instructor for Suicide Prevention (since 10/2019)

Project Notes and Strategy

Background

As a therapist, Evelyn has conducted a number of presentations and workshops. Her passion was suicide prevention among the youth, and her goal was to increase speaking engagements on adolescent mental health topics. Her resume needed to promote her as a public speaker while she continued her private therapy practice.

Design Strategy

Though I almost never use a photo in a resume, it was appropriate for a public speaker's brand. (Because I have fictionalized the resume, I did not use the client's actual photo.)

As I noted in the headline, Evelyn's speaking style is lively and interactive. For this reason, I selected shades of blue that are fresh and vibrant, yet soothing enough for the mental health industry.

I created a header/banner image by layering shapes in varying shades. After the headline, I bulleted her key differentiators and qualifications for public speaking. To draw attention to Evelyn's consistent five-star participant rating, I added the five-star logo. To enable a quick skim, I formatted her topics and areas of expertise in three short columns united within a curved border. Below this, I added logos from five organizations she has served with her presentations.

Content

I kept Evelyn's experience descriptions brief, providing just enough information to support her expertise in adolescent mental health. This allowed space for her speaking experience, "Recent Presentations and Speaking Engagements." At the top of this section, I added a ringing endorsement from the president of a group that she had addressed.

At the end of the resume, I listed her education and certifications. The certifications are listed in order of importance – not chronologically.

Word choice: I'm always learning from my clients as terminology and buzzwords evolve. From Evelyn, I learned that mental health professionals now prefer the phrase, "substance use disorders" rather than "substance abuse." It's also important to use people-first language when writing for this field. Sometimes, this runs counter to my instinct to be as succinct as possible, but it's vital to keep the writing appropriate and relevant to the client's field.