

MARISA McFADDEN

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Dear Hiring Team,

When a family or a clinician is looking for a place to trust with someone's recovery, they do not respond to a corporate sales pitch. What they look for is a track record of compassionate care, an uncompromising reputation for ethical support, and someone who understands the heavy human reality behind every single referral.

My understanding of that reality isn't just professional; it is personal. Dealing with a brother who has been in and out of treatment for thirty years, the last twenty-five of them with me as the one coordinating his care, has given me a master class in the recovery center ecosystem. I have navigated insurance, pleaded for extra days, and sat across from counselors and intake specialists at places like White Deer Run in PA, The Sunshine House in New Jersey, and Sierra Tucson in Arizona, each representing a vastly different tier of the treatment world. I have also followed closely the work of institutions like Alina Lodge in Blairstown, New Jersey, tracking everything from their clinical models to public recovery journeys. That lifelong proximity has shaped how I view this work: building a trusted, reputable facility in an affluent, well-educated area like Bucks County requires more than filling beds. It requires integrating deeply into the larger community fabric.

For the past eight years as the founder and lead practitioner of Creative Spirit Easton, I have built those community relationships from the ground up. My practice has never been a generic wellness stop; it is a trusted space where people land when life gets completely unmanageable. I have sat across from adults in active recovery, parents staggering under the devastating loss of a child, teenagers struggling with their self-esteem, and everyday people navigating the wreckage of grief, serious illness, and life transitions. A significant number of my regular clients are themselves mental health professionals: therapists, counselors, social workers, and psychologists, and many of them also refer their own clients to me directly.

Building a lasting census for a new center like Doylestown isn't about closing a quick deal. It is about earning the confidence of the local referral ecosystem: the therapists, case managers, and community providers who need to know beyond a shadow of a doubt that the place they are recommending is safe, dignified, and deeply human. The ripple effect Serenity could have by excelling in the Doylestown area is profound: it is one that

could not only transform individual lives within the center, but radically impact the landscape of addiction support and recovery across this influential region of the country.

I am not coming to this field from a medical marketing mill. I am coming with deep, lived proximity to human struggle, reinforced by six years of early direct support and respite care work with individuals with intellectual and developmental disabilities through organizations like The Arc of Morris County and Catholic Charities. My background as a university instructor teaching composition, rhetoric, and persuasion for thirteen years means I understand the exact mechanics of ethical, audience-calibrated communication: knowing how to speak credibly and transparently to professional peers and community partners.

Having built a referral-based community space from a complete standing start in downtown Easton, I know what it takes to plant a flag in a new zip code where nobody knows your name yet. I understand that in a brand-new location like Doylestown, success is entirely about cultivating the authentic professional relationships today that ensure a provider feels safe sending their patients to your doors tomorrow. I am ready to bring that same discretion, relationship-first ethos, and established community trust to Serenity Mountain's outreach team.

Thank you for your consideration. I welcome the opportunity to discuss how my background supporting families and building real, lasting community trust can directly serve your mission.

Sincerely,

Marisa McFadden