

MARISA McFADDEN

Entrepreneur & Holistic Wellness Practitioner

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PROFILE

Entrepreneur and holistic wellness practitioner who built an independent practice from nothing into a fixture of downtown Easton over eight years, financing it independently and managing every part of its operations: budgeting, staffing, marketing, and daily practice. A significant number of clients have consistently been mental health professionals themselves, therapists, counselors, social workers, and psychologists, some of whom refer their own clients directly. No formal background in business development or outreach, but eight years of real, demonstrated experience earning exactly that kind of trust from clinical professionals, one relationship at a time, starting in a town where nobody knew her name. Direct, organized, and ready to bring that same instinct to a mission-driven organization.

EXPERIENCE

Founder, Owner, and Lead Practitioner | *Creative Spirit Easton LLC* | *Easton, PA* | **2018 - Present**

A holistic healing practice and creative learning space, anchored by a brick-and-mortar location in downtown Easton

- Built an independent, word-of-mouth practice from zero to more than 500 individual clients; a significant number have been mental health professionals, therapists, counselors, social workers, and psychologists, some of them long-term clients who also refer clients of their own
- Financed the business independently and managed all budgeting, staffing, and vendor relationships
- Wrote and executed all marketing, including website, email, and social media content, and tracked performance in Google Analytics to guide strategy
- Designed and delivered more than 200 workshops and a dozen multi-day retreats, managing curriculum, scheduling, and participant experience end to end
- Maintained full professional practice standards, including individualized written follow-up correspondence after every client session
- Built a business covered by regional press, including Fig Lehigh Valley and Lehigh Valley Business, and featured in podcast interviews

Mindfulness Instructor, Calm+Kind+Focused Program | *Shanthi Project* | *Lehigh Valley, PA* | **Feb 2025 - Mar 2026**

- Delivered trauma-informed, evidence-based mindfulness programming in Lehigh Valley public school classrooms, teaching social-emotional regulation and coping strategies to students in grades K through 7
- Facilitated structured weekly sessions using an established curriculum, adapting delivery across a wide range of classroom environments and grade levels

Freelance Writer | *Self-Employed* | *Remote* | **2007 - Present**

- Built and sustained a referral-based practice providing marketing copy, brand messaging, and personal essays for clients across industries
- Calibrated voice and tone to each client's specific audience under deadline pressure

Instructor | *DeSales University* | *Center Valley, PA* | **2008 - 2016**

- Taught Composition and Rhetoric, Business Communication, and Persuasion across the traditional day program and the accelerated adult ACCESS program
- Served on the First-Year Writing Committee, contributing to curriculum alignment and program-wide assessment
- Led faculty training for colleagues transitioning to online and hybrid instruction across multiple LMS platforms

Online Adjunct Instructor | *Kaplan University (Online)* | *Remote* | **2007 - 2013**

- Taught Composition and Rhetoric, Grant Writing, and Proposal Writing across multiple simultaneous online sections for more than five years
- Designed asynchronous course materials and maintained individualized communication with a high volume of students at once

Instructor | *Centenary University* | *Hackettstown, NJ* | **2005 - 2007**

- Taught Composition and Rhetoric and Non-Western World Literature, emphasizing critical thinking and argumentation
- Served on the First-Year Writing Committee, contributing to curriculum development and cross-departmental coordination

Founder and Manager, Campus Writing Center | *Centenary University* | *Hackettstown, NJ* | **2003 - 2005**

- Founded the university's writing center from the ground up: developed the operational model, hired and trained staff, and designed all programming
- Created and taught a for-credit tutor training course; recruited, supervised, and evaluated student peer tutors
- Built embedded tutoring partnerships pairing trained tutors with specific faculty and courses across departments

Online Instructor | *Western Governors University / Abromitis Online Learning* | *Remote* | **2001 - 2008**

- Taught Developmental English and English Composition online for seven years, maintaining consistent instruction for a large volume of remote students
- Worked one-on-one with capstone students on final projects and papers

Staff Reporter and Human Interest Writer | *The Warren Reporter* | *Warren County, NJ* | **1998 - 2002**

- Developed sources and conducted interviews to cover community news and human interest stories on deadline for a regional newspaper
- Built and sustained an ongoing network of community contacts; later wrote a film review column for Bozone Monthly and features for The Elucidator (2002 - 2010)

Direct Support Specialist and Respite Care Provider | *Catholic Charities · The Arc of Morris County · Skylands Center for Autism · Center for Humanistic Change* | *NJ* | **1997 - 2003**

- Provided direct support and respite care to individuals and families across four human services agencies while completing undergraduate study
- Worked directly alongside families managing a loved one's ongoing care, providing relief, stability, and consistent support

EDUCATION

Master of Arts in English Literature | 2005

Centenary University, Hackettstown, NJ

Full Tuition English Scholar Award

Bachelor of Arts in English Literature (Concentration: Technical Writing) | 2001

Centenary University, Hackettstown, NJ

Sigma Tau Delta English Honor Society · Student of Excellence Award · Centenary Outstanding Student Award (two years) · Oxford University Medieval Studies Program Scholar

AREAS OF EXPERTISE

Entrepreneurship & Business Operations: Independent business ownership · Budget and staff management · Vendor and operations management · Marketing strategy and performance tracking

Community & Relationship Building: Word-of-mouth and referral growth · Community presence and trust-building · Networking and partnership building · Client retention

Human Services & Behavioral Health: Direct support and respite care · Trauma-informed programming · Family-centered communication · Recovery community involvement

Communication: Persuasive writing and messaging · Public speaking and presentation · Grant and proposal writing · Multi-audience communication

REFERENCES

Available upon request. Notable references include Dr. Bryon Grigsby, President, Moravian University; Sarah Dennehy, Director of Programs and Instruction, Shanthi Project.