

NICOLE KEANE

NicoleRachelle532@gmail.com

PROGRAM DIRECTOR, COMMUNICATION MANAGEMENT, AND LMS EXPERIENCE

elementalAdvanced Manual Therapy, Oregon; **Founder - Program Director**, February 2022 - Present
www.elementaladvancedmt.com ; www.elementaladvanced.com

Through this brand, I endeavored to create a culture around integrated and balanced healing, and viewing the body as an ecosystem, greater than the sum of its parts. The elementalAdvanced Method and Elemental Manual Meridian Theory and Techniques (EMMT) curriculum, is a self-paced online curriculum, with in person workshops and mentorship opportunities. The development of this online curriculum included: credentialing with multiple professional organizations to provide continuing education benefits to working professionals; creatively directing the research, writing, and design of all content, branding, and artwork; the production of educational materials for various learning styles; video filming and editing; designing and managing an overall user experience (UX) for students that brings the education of a topic that has been traditionally taught in person, into a virtual space; and coordinating and negotiating necessary licensing agreements for the use of other's intellectual property and artwork. Project management tasks also included: recruiting and hiring, contact negotiations, coaching, directing, photography, design, creating innovative marketing strategy, producing podcasts, writing scholarly articles and case studies, customer relations management (CRM), affiliate and stakeholder relations, B2B sales, SaaS, event planning, travel logistics, and the creation of short and long form content for marketing and communications strategic plans.

Gratitude Healing Arts, LLC (GHA), Gratitude Healing Arts Foundation (GHAF), Alaska, Oregon;
Founder - Senior Communication Manager, April 2010 - Present
www.gratitudehealingarts.com ; www.gratitudehealingartsfoundation.org

While nurturing GHA over the years, I have managed multiple client cases at a time while offering exceptional, leading edge manual therapy, detailed nutrition consulting, and patient advocacy, education, and coaching. This work is done with a blend of Eastern and Western perspectives, backed by scientific studies and case studies backed by clinical observation and testing. My practice has been one of client centered care, and I have built relationships with many clients that have spanned the entire length of my business operations. I have studied around the world to advance my knowledge and skill in osteopathic manual therapy and integrative health coaching, and built relationships with colleagues from different backgrounds and cultures.

Through the growth of GHA and GHAF, I have had experience with relationship building, all aspects of event planning, branding, sourcing, marketing, stakeholder relations, CRM, B2B sales, illustration graphic design, web design and development, SEO, finance, change management, strategic growth planning, long term market analysis, insurance billing, credentialing, regulatory gap analysis, clinical compliance, and many other aspects of running a successful business in healthcare for over 15 years. I have also worked extensively in the areas of medical billing and advocacy, including parity issues associated with with implementation of the Affordable Healthcare Act, State and Federal healthcare legislation, and health insurance benefit compensation.

Alma Adventure, LLC, AK, OR, CO; **Founder - Program Director**, April 2016 - Present

I've grown this vacation rental business from a valuation of \$250,000 to \$1,500,00 by diversifying assets and strategically investing in projects that would draw in a steady increase in income and equity year after year. My roles in this company have included: general contractor, lead project and product designer, property manager, interior designer, customer experience manager, and communication and marketing director.

ENVIRONMENTAL CONSULTING AND REGULATORY PROGRAM MANAGEMENT EXPERIENCE

URS Alaska - Tryck Nyman Hayes, Inc (TNH), TNH-Hanson, LLC, Anchorage, AK; **Environmental Program Manager - Environmental Scientist II**, May 2007 - August 2009

While working at URS, and previously TNH, I managed tasks and worked directly with engineers to produce content for large proposals and Environmental Assessments. I designed and lead environmental monitoring programs, conducted wetland delineations, designed bio-engineered bank restoration methods as proposed mitigation, and wrote several erosion and sediment control plans. I managed the pre-application process and permit filings for several large projects; and managed, researched, and wrote segments of various legal compliance documents. Other management responsibilities included developing the Environmental department marketing plan and leading a gap analysis of company-wide marketing tools and practices. My assistance helped provide exceptional customer service and stakeholder relations on projects within the Waterfront, Civil, Transportation, Railroad, and Landscape Architecture divisions. The project I am most proud of from my time in this position was the management of the entire permitting and stakeholder engagement process associated with the first large scale wind energy farm in the State of Alaska, Fire Island wind project.

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Alaska Coastal Management Program (ACMP), Office of Project Management and Permitting, State of Alaska Department of Natural Resources, Anchorage, AK; **Project Review Coordinator III and Adjudicator (NRS III, Range 18/equivalent to GS 11 in Federal ranks)**, November 2005 - April 2007

My responsibilities at the ACMP gave me a wide range of experience in working with a number of Federal and State agencies, and managing all authorizations required for any structural development within the coastal zone, as well as management of cross-functional teams to achieve consensus. While in the position of Project Review Coordinator, I was able to gain a working knowledge of various environmental and land use regulations through day to day project review, as well as analysis of NEPA documents. I worked efficiently and diligently on my project adjudications, and always found the time to take on more than the normal workload. I provided gap analysis between Federal enabling regulations and State statute implementation, and was responsible for updating essential documents in accordance with regulatory changes. During my time with the State, I also assisted in the revision of an inter-agency partnership agreement with the U.S. Army Corps of Engineers. I routinely worked with many Native community leaders, and enjoyed coordinating volunteer coastal cleanup days within participating coastal districts throughout Alaska's 33,000 miles of coastline.

Alaska Women's Environmental Network (AWEN), Anchorage, AK; **President**, October 2005 - October 2007

My role as President of AWEN was to spearhead the revitalization of the organization. I helped the organization create a strategic plan, an annual plan, complete branding package and logo design, graphic and website design, marketing strategy, and directed grant research and writing. While President, I lead our application for 501(c)3 non-profit status, setting us apart from our parent organization at the time, *The National Wildlife Federation*. The events that I helped organize, as well as the initiatives that I put in place, increased our core volunteer base twofold; this helped AWEN survive a dip in involvement to become a thriving community group in the mid 2000's.

The Great Land Trust, Anchorage, AK; **Fundraising - Donor Relations**, August 2005 - December 2005

While with the Great Land Trust I was responsible for updating marketing materials, assisting in the production of newsletters, grant research and writing, and researching habitat issues for current and potential future land holdings.

Wildlands Project, Tucson, AZ; **Land Use Researcher - Stakeholder Relations Strategist**, January - April 2004

I researched and wrote text for a booklet detailing conservation options including easements, PDRs, grants, and governmental programs for private land owners in the 'Sky Islands' area of Arizona and New Mexico. This booklet was so popular that it has been updated yearly to serve as a reference for various private land owners and municipal councils in Southeastern Arizona.

Native Seeds/S.E.A.R.C.H., Tucson, AZ; **Stakeholder Engagement Specialist**, August 2003 - April 2004

My focus with this non-profit was to develop an integrative and innovative marketing strategy, as well as design all materials for cross marketing with local businesses and organizations. This included the production of educational materials on native dietary issues and traditional recipes, Farm to Table connections between local stakeholders, and assisting with administrative planning and fund raising.

The M Foundation, Dayton, OH; **Co-Founder - Event Planning Lead**, April 2003

Several friends and I devoted our senior year in college to the establishment of a foundation dedicated to mental health awareness, nutrition, and general wellness among college students. We honored a dear friend that lost his battle with bi-polar depression by creating M Fest, an annual festival with the purpose of familiarizing the student community with the services provided by the University Health Center, and facilitating the awareness of mental health disorders among University students. This yearly festival is still thriving today, with multiple generations of students carrying the torch.

EDUCATION

Vermont Law School, South Royalton, VT

Master of Studies in Environmental Law and Policy

Courses: Watershed Management and Protection, Water Resources Law, Federal Natural Resources Law, Environmental Law, Land Use Law, Administrative Procedure, Alternative Dispute Resolution and Negotiation, and Biodiversity Protection. My Masters thesis was on the conservation of biological diversity for medicinal purposes.

Activities: Solutions Conference Planning Team
Native American Law Society
Environmental Law Society
Volunteer Mediator, Adamant Accord, Adamant, VT

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University of Dayton, Dayton, OH

Bachelor of Arts, Communication Management

- Minors: Photography and Fine Arts, Biology (with a focus in Physical Medicine and Kinesiology), Psychology, Marketing, Geology, Philosophy, and Sociology
- Honors: 2nd place, Horvath Exhibition, B&W photograph entitled "Waiting"
Featured in the Scholars Art Gallery
- Activities: Certified as Teen Mentor, Daybreak Children's Shelter
Habitat for Humanity Volunteer
Published Several Articles in the "Flyer News" and "The Difference"

NON-DEGREE EDUCATION

Maryland University of Integrated Health (MUIH), Online

Master of Science in Nutrition and Integrated Health, Herbal Medicine Concentration

20 credits completed before I shifted my focus to post doctorate osteopathic manual therapy training for my professional development.

University of Alaska Southeast, Online Non Degree Seeking

I took various courses in Anatomy and Physiology, as well as Medical Terminology

Desert Institute of Healing Arts (DIHA), Tucson, AZ

Massage and Manual Therapy Certification, Class Hours Completed: 400

Oriental Healing Arts Center (OHAC), Anchorage, AK

Oriental Medicine and Manual Therapy Certification, Hours Completed: 500, with 250 clinical hours

Numerous Post Doctorate Osteopathic Manual Therapy Courses

Detailed information is available upon request.

PUBLICATIONS AND CURRICULUMS

- Keane, Nicole Rachelle. *The Tao of The Polyvagal Theory: A Five Element Perspective For a Future of Healing the Spirit and Balancing the Autonomic Nervous System*. Gratitude Healing Arts, LLC; 2021.
- *The Tao of the Polyvagal Theory Class*, 2021. A 'learn at your own pace' online LMS course based on the treatment theory presented in the publication of the same name. This 4 hr class presents examples of clinical applications and case studies, in alignment with the *Tan Cycle* and the *Yu Angles*, two new theoretical treatment models that were created for interdisciplinary treatment within a trauma informed clinical practice.
- *The elementalAdvanced Method and Elemental Manual Meridian Theory and Techniques (EMMT)*, 2021 – Present. www.elementaladvanced.com, a web based 'learn at your own pace' LMS platform. This curriculum is a series of 5 classes that focus on the effects of manual therapy on the Autonomic Nervous System and Vagus nerve complex. The curriculum is taught relative to each element in the Five Element system: Wood, Fire, Earth, Metal/Air, and Water. Techniques presented in these classes blend together: Toyohari style meridian therapy; Visceral Fascial Matrix Mobilization; Neural Mobilization; Circulatory Release Techniques; Myofascial Release, including direct and indirect techniques that incorporate the principles of the structural fascial matrix and visceral meridian system; Cranial Osteopathy; Lymphatic Drainage Therapy; Neuroendocrine Balancing; as well as Reiki and Emotional Release Techniques.
- *'Minding the Gap,'* a regular column in the publication *Acupuncture Today*, that guides the reader through an exploration into the divide between classical Eastern medical theory and clinical Western medical practice. The articles discuss clinical and scientific research, with an energetic, anatomy, and physiology focus, and are presented in a way that facilitates a connection between Five Element theory and clinical application in Western medical practice. The goal of this article series is to help illuminate a paradigm shift in the direction healing of chronic illness and offer a new opportunity for balance within the Autonomic Nervous System. August 2023- present.

PROFESSIONAL CERTIFICATIONS

LEED AP – Leadership in Energy and Environmental Design Accredited Professional, USGBC, May 2009

Wilderness First Responder (WFR) – Wilderness Medicine of Utah, May 2010

Licensed Massage Therapist in Oregon, # 23651, Expires 11/31/2026; NCBTMB May 2011 - present

CPR/AED for Healthcare Professionals, Expires 10/30/26

Approved Provider of Continuing Education - National Certification Commission for Acupuncture and Oriental Medicine (NCCAOM) #845500, and National Certification Board for Therapeutic Massage and Bodywork (NCBTMB) #1000633, March 2020 - present