

## **Andrea (andie) Renee Bales**

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**Summary:** Experienced and versatile professional with a track record of success in diverse roles. Skilled in training, content creation, and peer support, I bring a unique blend of expertise to empower individuals in their wellness journeys. With certifications in recovery education and a strong background in communication and advocacy, I am adept at fostering resilience and promoting personal growth. My ability to develop engaging materials, facilitate meaningful interactions, and connect individuals to community resources sets me apart. As a Jill of many trades, I offer adaptability, strong interpersonal skills, and a passion for empowering others. I am committed to making a positive impact and contributing to the success of organizations focused on personal well-being and growth.

### **Experience:**

#### Volunteer Trainer & Content Creator - The Wellness Center of San Joaquin County - Apr 2022 - Present

- Compose a training manual and design volunteer tracks to optimize the learning experience.
- Conduct training sessions and provide mentoring to volunteers, ensuring their success.
- Align volunteers with appropriate recovery and education options, enhancing personal growth.
- Develop unique focus areas, resulting in tailored support for individuals' wellness journeys.
- Facilitate support meetings, member classes, and meditations, fostering a supportive environment.
- Research and make referrals to community resources, connecting individuals to valuable support systems.
- Develop materials such as flyers and brochures, effectively promoting programs and events.
- Validate and edit resource lists, ensuring accurate and up-to-date information for participants.
- Achieve certifications in personal recovery education, continuously expanding knowledge and expertise.
- Research and compose engaging newsletter articles, providing valuable insights to the community.
- Update website content and structure, improving user experience and accessibility.
- Share personal recovery stories when relevant, inspiring, and motivating individuals on their journeys.
- Motivate members to advocate for their wellness journey, empowering them to take charge of their well-being.

#### Jewelry Designer - Self-employed - Jun 2020 - Present

- Create handcrafted, one-of-a-kind, made-to-order jewelry pieces using gems and high-quality metals.
- Design understated statement jewelry for everyday wear, reflecting individual style and personality.
- Develop unique finishes and mixing options, offering versatile and customizable looks.
- Showcase craftsmanship and attention to detail, resulting in high customer satisfaction and repeat business.

#### Peer-to-Peer Facilitator - NAMI of San Joaquin County - Dec 2022 - Apr 2023

- Co-facilitated NAMI Peer-to-Peer program, providing educational support to individuals with mental health conditions.
- Discussed mental health conditions, self-care strategies, communication skills, and advocacy.
- Created a safe and supportive environment, fostering peer support and personal growth among participants.

## Media Buyer - Traffic Roots Marketing Tech - Apr 2021 - Aug 2021

- Identified target audiences and managed campaigns throughout their life cycle.
- Optimized daily budgets, banner ads, landing pages, audience demographics, and time slots.
- Monitored costs and return on investment (ROI) to maximize campaign effectiveness.
- Created detailed reports showing traffic, multi-level conversions, and trends.

### **Skills:**

- Learning and Development: Expertise designing and delivering effective learning and development programs.
- Training Design & Delivery: Skilled in crafting engaging materials & conducting dynamic sessions.
- Needs Assessment: Skilled in identifying gaps & developing targeted training solutions.
- Instructional Design: Apply principles for impactful learning experiences.
- Curriculum Development: Experienced in designing and developing curricula aligned with organizational objectives.
- Learning Management Systems (LMS): Proficient in utilizing LMS platforms to manage and deliver training programs.
- Training Evaluation: Proficient in evaluating training effectiveness and making data-driven improvements.
- Facilitation & Presentation: Strong skills in engaging learners through interactive sessions.
- Project Management: Skilled in managing learning and development projects from conception to implementation.
- Stakeholder Collaboration: Ability to collaborate effectively with stakeholders to identify training needs and goals.
- Communication Skills: Excellent verbal and written communication for practical training and materials.
- Problem-Solving: Strong skills to analyze and solve complex learning challenges.
- Technology Integration: Proficient in leveraging technology tools to enhance training delivery and engagement.
- Data Analysis: Ability to analyze training data and metrics to measure the impact of learning programs.
- Interpersonal Skills: Strong skills to build rapport and connect with learners and stakeholders.

### **Certifications:**

2022 - 2023

- NAMI Peer-to-Peer Recovery Education Course - National Alliance on Mental Illness (NAMI)
- NAMI Peer-to-Peer Recovery Education Course - Facilitator - National Alliance on Mental Illness (NAMI)
- NAMI Provider Education Course - National Alliance on Mental Illness (NAMI)
- Wellness Recovery Action Plan (WRAP) Class - The Copeland Center for Wellness and Recovery
- 80-Hour Training for California Medi-Cal Peer Support Specialist Certification - California Mental Health Services Authority (CalMHSA)
- CalMHSA Medi-Cal Peer Support Specialist Certification - California Mental Health Services Authority (CalMHSA)

### **Education:**

2015 - 2017

Folsom Lake College, California, USA

- Associate of Arts (AA) in Communication Studies
- Associate of Arts (AA) in Communication and English
- Associate of Arts (AA) in Social and Behavioral Sciences
- Certification: Applied Communication Skills