

# ALLISON TOMAI FELSEN

## HEALTHY TEEN NETWORK

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## SKILLS & SUBJECT AREA EXPERTISE

Allison Tomai Felsen has over 15 years of experience in the adolescent health field as an experienced communications manager with expertise in web development, brand management, social media and email marketing, online advertising, graphic design, and event management.

## EDUCATION

### UNIVERSITY OF MARYLAND, COLLEGE PARK, MD

BACHELOR OF ARTS, HISTORY, 2019

## PROFESSIONAL EXPERIENCE

### COMMUNICATIONS MANAGER

HEALTHY TEEN NETWORK, BALTIMORE, MD

2017 - PRESENT

- Maintains and evolves the Healthy Teen Network brand and co-creates the brand for the annual conference.
- Creates and implements social media marketing to promote projects and brands, increase engagement and awareness of adolescent health topics.
- Develops, designs, and disseminates resources for True You Maryland, a federally funded project.
- Manages the design and implementation of event apps for the annual conference.
- Co-facilitates workshops on how to create or evolve a brand and provides technical assistance on crafting brand strategies and creative briefs.
- Supervises Communications Consultant who coordinates the dissemination of all organizational email communications and marketing activities and facilitates sponsorship outreach for the annual conference.
- Writes copy for marketing activities, resources, website content, and events to support various project and communication efforts.
- Redesigned the conference website for the DOJ-funded Maryland Human Trafficking Initiative.
- Collaborated and implemented a brand refresh and new website redesign that launched in 2020.
- Managed annual conference for three years with a \$340,000 annual budget.

### MARKETING & COMMUNICATIONS COORDINATOR

HEALTHY TEEN NETWORK, BALTIMORE, MD

2014 - 2017

- Coordinated the registration and logistics of the annual conference, which included leading the conference team, onsite management of the hotel and A/V staff, design and implementation of the conference website and app, securing vendors and new conference contracted sites.
- Developed and managed the content for the organizational website, email campaigns, blog, social media, and other marketing communications.
- Collaborated and implemented a new website redesign that was launched in 2014.
- Increased efficiency and functionality of the organization by collaborating on the selection, implementation, and administration of Salesforce CRM, registration software, and online survey tools.



## OFFICE ADMINISTRATION COORDINATOR

HEALTHY TEEN NETWORK, BALTIMORE, MD  
2012 – 2014

## ADMINISTRATIVE & MEMBER SERVICES ASSOCIATE/ADMINISTRATIVE ASSISTANT

HEALTHY TEEN NETWORK, BALTIMORE, MD  
2008 – 2012

## PUBLICATIONS

- Tomai Felsen, A., Desiderio, G., Cowser, M., & Sufrinko, N. (Eds.). (2023). Healthy Teen Network. [Website]. Healthy Teen Network. [www.HealthyTeenNetwork.org](http://www.HealthyTeenNetwork.org)
- Cowser, M., Desiderio, G., Tomai Felsen, A., & Sufrinko, N. (Eds.). (2023). ReSHAPING (Research on Sexual Health and Adolescent Parenting in Out-of-Home Environments Group) Network. [Website]. Healthy Teen Network. [www.ResSHAPINGnetwork.org](http://www.ResSHAPINGnetwork.org)
- Sufrinko, N. & Tomai Felsen, A. (2023, January). *Brand Building Worksheets*. Healthy Teen Network. [www.healthyteennetwork.org/wp-content/uploads/Branding-Worksheets.pdf](http://www.healthyteennetwork.org/wp-content/uploads/Branding-Worksheets.pdf)
- Desiderio, G., Tomai Felsen, A. (2023). True You Maryland Brand checklist [Tip sheet]. Healthy Teen Network.
- Tomai Felsen, A. (2023, March 21). Supporting youth safety and wellness in sex ed. *News, Healthy Teen Network*. [www.healthyteennetwork.org/news/supporting-youth-safety-and-wellness-in-sex-ed](http://www.healthyteennetwork.org/news/supporting-youth-safety-and-wellness-in-sex-ed)
- Desiderio, G., Tomai Felsen, A. (2022). Youth-friendly webpage checklist: True You Maryland [Tip sheet]. Healthy Teen Network.
- Tomai Felsen, A. (2022). True You Maryland #SexEdForAllMonth tool kit. Healthy Teen Network.
- Sufrinko, N., Tomai Felsen, A. (Eds.). (2022). #HealthyTeen22 [Mobile app]. Healthy Teen Network.
- Tomai Felsen, A. (2022, August 4). Don't feed the trolls. *News, Healthy Teen Network*. [www.healthyteennetwork.org/news/dont-feed-the-trolls](http://www.healthyteennetwork.org/news/dont-feed-the-trolls)
- Tomai Felsen, A. (2022, July 14). Navigating sexuality + faith for better sex ed. *News, Healthy Teen Network*. [www.healthyteennetwork.org/news/navigating-sexuality-faith-for-better-sex-ed](http://www.healthyteennetwork.org/news/navigating-sexuality-faith-for-better-sex-ed)
- Tomai Felsen, A. (2022, February 17). Would you like FRIES with that? *News, Healthy Teen Network*. [www.healthyteennetwork.org/news/would-you-like-fries-with-that](http://www.healthyteennetwork.org/news/would-you-like-fries-with-that)
- Sufrinko, N., Tomai Felsen, A., & Desiderio, G. (2021). True You Maryland [Visual Identity System and Website]. Healthy Teen Network. [www.healthyteennetwork.org/true-you-maryland](http://www.healthyteennetwork.org/true-you-maryland)
- Max, J., Sufrinko, N., & Tomai Felsen, A. (2021). *Group Agreements for Good Colleagues*. Healthy Teen Network. [www.healthyteennetwork.org/resources/group-agreements](http://www.healthyteennetwork.org/resources/group-agreements)
- Tomai Felsen, A. (2021, December 9). Essential tips you need to teach LGBTQ+-inclusive sex ed. *News, Healthy Teen Network*. [www.healthyteennetwork.org/news/essential-tips-you-need-to-teach-lgbtq-inclusive-sex-ed](http://www.healthyteennetwork.org/news/essential-tips-you-need-to-teach-lgbtq-inclusive-sex-ed)
- Sufrinko, N. & Tomai Felsen, A. (2021, October). *True You Maryland Brand Book*. Healthy Teen Network. [www.healthyteennetwork.org/resources/true-you-maryland/brand-book](http://www.healthyteennetwork.org/resources/true-you-maryland/brand-book)
- Tomai Felsen, A. (2021, October). *True You Maryland Youth Advisory Board Recruitment Kit*. Healthy Teen Network. [www.healthyteennetwork.org/resources/true-you-maryland/yab-recruitment-kit](http://www.healthyteennetwork.org/resources/true-you-maryland/yab-recruitment-kit)
- Tomai Felsen, A., Sufrinko, N., & Desiderio, G. (2020). ReSHAPING (Research on Sexual Health and Adolescent Parenting in Out-of-Home Environments Group) Network [Visual Identity System and Website]. Healthy Teen Network. [www.ReSHAPINGnetwork.org](http://www.ReSHAPINGnetwork.org)
- Sufrinko, N., Tomai Felsen, A. (Eds.). (2020). HealthyTeen20 [Mobile app]. Healthy Teen Network.
- Sufrinko, N., Tomai Felsen, A. (Eds.). (2019). HealthyTeen19 [Mobile app]. Healthy Teen Network.

## TRAININGS & PRESENTATIONS

- Sufrinko, N. & Tomai Felsen, A. (2022, July). Brand Building for Change in Your Community: For Teen Pregnancy Prevention Grantees. [Webinar]. Reproductive Health National Training Center, JSI. Washington, DC. [www.rhntc.org/resources/brand-building-change-your-community-teen-pregnancy-prevention-grantees-webinar](http://www.rhntc.org/resources/brand-building-change-your-community-teen-pregnancy-prevention-grantees-webinar)
- Desiderio, G., Sufrinko, N., Tomai Felsen, A., & Cowser, M. (2021, April). Brands and audiences and personas, oh my! [Workshop]. True You Maryland Youth Brand Camp (virtual).



Sufrinko, N., Desiderio, G., **Tomai Felsen, A.**, & Cowsert, M., (2021, April). But who is she? Finding your archetype. [Workshop]. True You Maryland Youth Brand Camp (virtual).

Desiderio, G., Sufrinko, N., **Tomai Felsen, A.**, & Cowsert, M. (2021, April). It's alive! Bring your brand to life with voice, style, and values. [Workshop]. True You Maryland Youth Brand Camp (virtual).

**Tomai Felsen, A.**, Sufrinko, N., Desiderio, G., & Cowsert, M. (2021, April). Set the mood, dude! Making it visual with mood boards. [Workshop]. True You Maryland Youth Brand Camp (virtual).

Cowsert, M., Sufrinko, N., Desiderio, G., & **Tomai Felsen, A.** (2021, April). What's in a name? [Workshop]. True You Maryland Youth Brand Camp (virtual).

## SERVICE

### LIFETIME MEMBER

MONTGOMERY COUNTY AGRICULTURAL CENTER, GAITHERSBURG, MD

2004 - PRESENT

Earned 200 volunteer hours at the Montgomery County Agricultural Fair assisting with the management of the horse barn, coordinating 4-H members and other volunteers, judging 4-H horse classes, and assisting with fundraising.

