

KARIE REYNOLDS PORTFOLIO

Campaign Examples

Social Media Campaign Example: Senior Citizens' Foundation of South Pasadena

A long-time client recommended my services to support the Foundation in creating a strategy and content for their newly launched Instagram and Facebook accounts.

Once retained, I quickly realized the Foundation needed more than a social media strategy. The Foundation needed branding and messaging guidance to accomplish the following:

- 1. Increase awareness of the Senior Center's existence.**
- 2. Educate community members on the value of the services the Senior Center provides.**
- 3. Connect the Foundation's funding to service delivery.**

Social Media Campaign: Strategy

Target Audiences

- Seniors in South Pasadena and the neighboring communities
- South Pasadena Community
- Children and grandchildren of seniors benefitting from the South Pasadena Senior Center's services

Content Strategy

- Education (why it's important to support seniors)
- Inspiration (pull on heartstrings to make people care about the seniors)
- Familiar Faces (adult children want to know that their parents are happy, engaged and having fun with companions)
- Awareness (specific ways Foundation supports the South Pasadena Senior Center)

Social Media Campaign: Results



Senior Citizens' Foundation of South Pasadena, Inc.

September 30, 2021

Greetings,

Since the pandemic began, the South Pasadena Senior Center for our senior citizens even as the Center was forced themselves isolated in their homes and cut off from grown to depend on. The staff worked diligently to connect with the community and now with vaccination forward to re-engaging in-person.

Aligned branding across channels;
using the annual direct mail
solicitation as starting point.

Behind all these efforts stood the Senior Citizens' Foundation of which is to raise funds for the South Pasadena Senior Center. The Foundation is made up of volunteers and 100% of the funds raised go directly to the Center and its mission. This is especially critical since the city of South Pasadena provides limited financial support.

The Foundation is very proud of our 2021 accomplishment - the successful remodeling of the Activity Room in the Center. This project took 2 small-sized rooms and expanded them to one larger, well-lit space that will be an excellent area to host gatherings while allowing for social distancing. The clean lines and beautiful views of the front of the library make it a very welcome and useful addition to the Center's facilities.

Other accomplishments of the Senior Center include:

- Since March 2020, over 22,981 meals delivered to homebound seniors
- The Foundation provided \$5,000 in meals for those homebound seniors who are not able to pay during COVID-19
- Drive through Holiday treat bags for Halloween, Thanksgiving, Christmas and Mother's Day
- Over 3,200 Dial-a-Ride trips
- The beginning of in-person programming! From an Ice Cream Social to In-Line Dancing to Blood Pressure Screenings - events both free and fee-based
- Continued outreach to homebound seniors

In closing, the Center still needs your help. With only limited funding from the City, your donation makes an impact by helping us respond to the growing needs of our aging community. If you are looking for a meaningful gift for a loved one this season, consider making a donation in their name. This is truly a gift that keeps on giving - to our Seniors and to our South Pasadena community.

To support us, checks should be made payable to the Senior Citizens Foundation of South Pasadena. Please return your gift in the enclosed envelope along with any suggestions you care to share with us or you can go to our website and donate directly at www.spseior.org. Your tax-deductible donation will have an immediate impact.

We look forward to opening our doors fully in accordance with guidelines from the LA County Department of Health.

Kind thanks for your support.

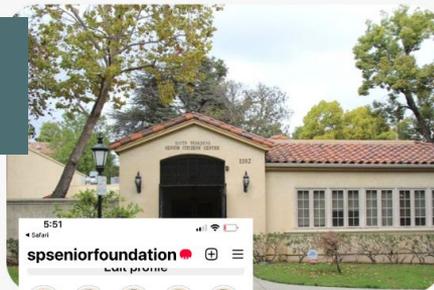
Cordially,

William Cullinane,
President

Senior Citizens' Foundation of South Pasadena

Mission About Us In the News Resources Spotlight
Gallery Contact

Donate



Supporting a vital community resource.

Since 2006, the Senior Citizens' Foundation of South Pasadena has supported the South Pasadena Senior Center and the critical services it provides for seniors in our community. In addition to the myriad of classes and social events taking place at the South Pasadena Senior Center every day, the Center is a resource for nearly everything seniors need to function well in today's world. As the fundraising arm of the South Pasadena Senior Center, our 100% volunteer-led efforts ensure that this vital community resource has the funds it needs to deliver the wide range of services and activities that help seniors in our community thrive.

Learn More



kariereynolds.com | 626.233.3602 | kariereynolds.com

BOARD OF DIRECTORS

Officers

William Cullinane,
President

Mark Langill,
Vice President

Alexandria Levitt,
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Richard Helgeson,
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Patrick Kirchen,
Board Member

Liz Giffen-Glad,
Board Member

Cindi Knight,
Board Member

Melissa Snyder,
Senior Center Manager,
Linson

The Foundation enriches the lives of older adults through financial support of the South Pasadena Senior Center.

IRS tax exempt status
Per section 501(c)(3)

1102 Oxley Street,
South Pasadena,
California, 91030

Social Media Campaign: Results



spseniorfoundation
South Pasadena Senior Center

spseniorfoundation What's the best way to support the South Pasadena Senior Center? William Cullinane, president of the Senior Citizens' Foundation, recommends volunteering, donating, and talking to other people about the Center. A lot of people don't realize there's a Senior Center in South Pasadena and we need to change that!

The Senior Center offers a range of programs for people 55+, from language 🗣️ to fitness classes 🏃 as well as bridge 🎴 and canasta groups. There's truly something for everyone. Please help us spread the word about this South Pasadena gem! 📢

#wearesocal #smalltowncharm #supportseniors #givewhereyoulive #southpasadena

128w

lfarruggiatorres ❤️❤️❤️❤️❤️

127w 1 like Reply

322 views
February 22, 2022

Add a comment...



spseniorfoundation
Original audio

spseniorfoundation Ciao, Bella! The Golden years are a great time to learn a new language because it can reduce the risk of dementia. These seniors are learning Italian in the South Pasadena Senior Center's weekly Conversational Italiano class. The Center offers Italian 🇮🇹, French 🇫🇷, and Spanish 🇪🇸 classes, from beginner to conversational. 🌟

#southpasadena #aweekly #wearesocal #seniorservices #retirementcommunity #givewhereyoulive

112w

Liked by **sh.creativeva** and 113 others
June 13, 2022

Video strategy yielded 531% increase in views

Social Media Campaign: Results

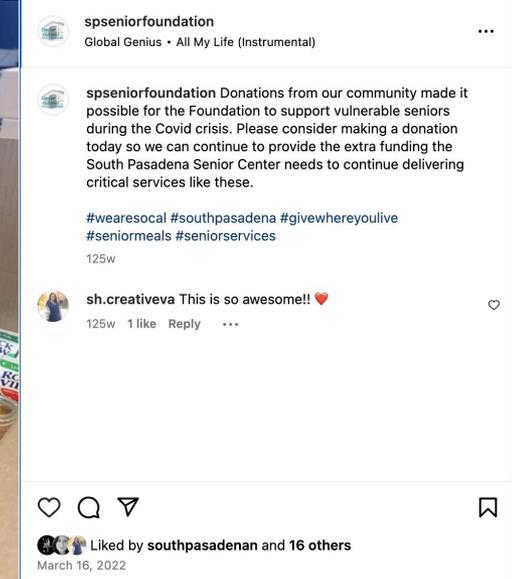
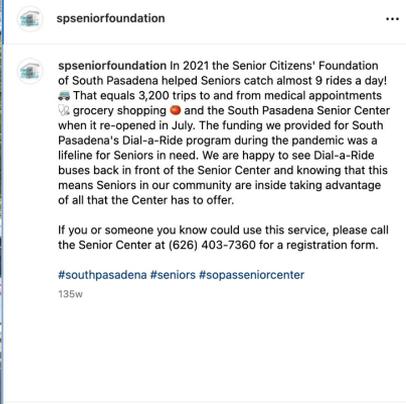
Now more than ever your elderly neighbor might need social connection.

Here's how to help →

@SPSeniorFoundation

- If you have a senior neighbor, give them a call.
- Have a socially distant date on their porch.
- See if they need an essential errand run.

@SPSeniorFoundation



spseniorfoundation While the Senior Center is closed during the Covid surge now, there are things you can do if you are concerned about your elderly neighbor or family member. Swipe through for a few ideas and keep an eye 👁️ out for the Senior Center's reopening. The staff is hoping to be able to welcome seniors back soon.

#southpasadena #seniors #sopasseniorcenter

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Social Media Campaign: Results

- 75 Attendees
- Media Coverage
- 100% Increase in Facebook Reach

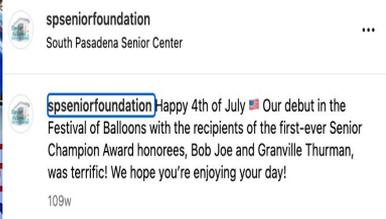
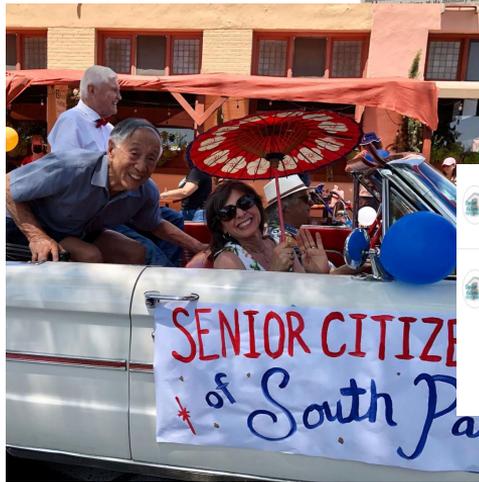


The Senior Citizens' Foundation of South Pasadena is proud to honor Bob Joe and Granville Thurman. Please join us to celebrate these outstanding community members!

SENIOR CHAMPION AWARDS
Monday, August 15th, 5 -7 pm
South Pasadena Senior Center



Learn More + Buy
 Tickets at
 SPSenior.org



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PR Campaign Example: LUMO & Luscious Mother

I was retained in May 2021 for a six-month PR campaign introducing Luscious Mother and LUMO coaching programs and leadership development consulting services.

OBJECTIVES:

- Position Luscious Mother as a go-to resource for working women who want skills and support in balancing work and motherhood.
- Position LUMO as a leader in developing policies and creating cultures that keep women in the workplace.
- Position Founder and CEO Sarah Olin as a thought leader on what women need to thrive in work and in life.

STRATEGIES:

- **Media Campaign:** aggressive outreach to introduce LUMO and Sarah Olin to reporters and writers covering motherhood and workplace topics.
- **Reputation Building:** offer useful, educational advice/recommendations to mothers and employers.
- **Partnership Development:** Identify communities and complementary brands for content sharing, affiliate relationships, and co-branding opportunities.

RESULTS:

- **Press Coverage:** Landed press coverage in **Forbes**, **LiveCareer.com**, and **Babe by Hatch**.
- **Reputation Building:** Co-wrote **10 thought leadership articles** and **blog posts** with LUMO leadership team for Medium, LinkedIn, LUMO's blog and guest post submissions.
- **Partnership Development:** Secured **3 brand partnerships:** Ergobaby (9 articles on Ergobaby blog, GWP promotion, Live Q&A and sharing of LUMO Reels on Ergobaby's Instagram feed), weeSpring (newsletter feature), Belabumbum (blog post, multi-brand giveaway, social media content)

PR Campaign: Media Coverage

LiveCareer

7 Tips for Writing a Resume After Being a Stay-at-Home Mom

By Audrey D. Brashich
Career Advice Expert



"Being a mother is an asset, not a liability," says Sarah Olin, an executive and leadership coach who's worked with clients from Amazon and Google and who founded **Luscious Mother**, a collective of coaches who work to empower women in their careers. "Mothers are smarter, better at improvising and problem-solving, and more organized than they've ever been before."

Forbes

Career Experts Weigh In: Seven Strategies For Women And Mothers Looking For Job Opportunities In 2021

Christine Michel Carter Senior Contributor @ForbesWomen
I write about the challenges of today's working parents.



Don't be afraid to negotiate for yourself. No one else will.

"The pandemic made it clear to everyone that moms are under-supported. So if anything, moms need to be braver about taking the risk to ask for what they need to perform at their best, without fear of retribution. To get into partnership with their employers to create it. Because smart employers will listen." - Sarah Olin and Anna Conathan, co-founders of Luscious Mother

Babe WATCH



THE NEW NOW

"I stepped out of work during Covid-19 and can't get back in."
Peep these career reentry tips by our friends at LUMO.

By Babe | Illustration by Ana Hard

PR Campaign: Brand Partnerships



Embrace
Cozy Newborn Carrier
Soft Air Mesh

GIVEAWAY!
\$2,100 in prizes!



BEYOND YOGA
matrescence

Inclusion in multi-brand
giveaway for launch of new
Embrace Carrier

BUILD BETTER BOUNDARIES
LUMO • HEALTH • WELLNESS • 0 COMMENTS



9 Guest Posts on Ergo's Blog

As the lines between various aspects of our lives have blurred over the last two years, there's been a lot of hubbub in the town square of social media about what it means to set and enforce personal boundaries. "Boundaries doesn't mean, or selfish. And they're exhausting to keep up." "I tried to lay a..."



lumoleadership



Last chance!
Sign up and get your Ergobaby Omni Dream baby carrier today!

SIGN UP TODAY!

Free Ergobaby Omni Dream
Carrier with purchase of LUMO's
Expecting Moms Online Program



Attention: Chief Everything Officer

weeLOVE, from weeSpring cweelove@weespring.com
To: Karie Reynolds

Thursday, August 12, 2021 at 8:00 PM

Sent to 100K weeSpring Subscribers



Motivated as a Mother
LIVE YOUR PURPOSE WITH LUSCIOUS MOTHER



As a mom, you've got a lot on your plate, including the dinosaur-shaped chicken nuggets your kiddo didn't eat. And juggling ALL THE THINGS—amidst a pandemic—makes that plate feel like a zillion pound moving sphere that definitely doesn't fit in the dishwasher and is on the verge of breaking. #serenitynow

But here's the plus side: all of your multitasking, creativity, resourcefulness, quick thinking, remote (everything) supervising, and general wizardry translates to a set of incredible skills that serve you in motherhood and your career. **Luscious Mother**, a coaching company for moms, is here to help you hone in on what's next in your professional life. Their awesome coaching and courses cover everything from handling mom guilt to communicating boundaries to returning to work in person (although no one seems to miss "real" pants).

Luscious Mother just announced that as part of Meghan Markle's **40x40 mentorship initiative** in honor of her 40th birthday, they will be giving away 40, 40-minute coaching sessions to women who need support re-entering the workplace. Considering the COVID-19 childcare crisis forced nearly 2 million U.S. women out of the workforce over the past year and a half, this comes at a perfect time.

When awesome women come together to rally behind each other, amazing things happen. You in?

"We'll also continue to send this to our new subscribers and again to current folks at timely intervals (i.e., perhaps after maternity leave is over—or a year post due-date in case moms didn't return to work right away—we collect this info when users sign up). This email will hit inboxes at a time when they are needing/wanting this type of support!" - S, weeSpring's newsletter editor

PR Campaign: Brand Partnerships

Blog Post

To encourage mamas to begin the New Year with rest and a commitment to their well-being at the top of the list, we asked the leadership coaches and mothers behind LUMO to explain how committing to your own well-being will help you increase productivity, accomplish more goals, and most importantly, access the joy and satisfaction that should accompany your accomplishments. LUMO's founders consider well-being such a foundational necessity for success at home and at work, they included well-being lessons in each module of their 3-part LUMO Expecting Moms program. Below LUMO's co-founder Anna Conathan explains how prioritizing rest will help you accomplish more and how to do it.

Whether you are working full-time outside the home or working full-time as a stay at home mom, we hope LUMO's advice and a little inspiration from Beyonce will help you put your needs on your list in 2022.

Working Harder Isn't the Answer...

For many women a commitment to their own well-being lands squarely at the bottom of the to-do list, if it even makes it on the list at all. While some see self-care as an indulgence or a thing to dabble in in one's "free time," the founders of LUMO believe that a commitment to well-being is a foundational necessity when it comes to "Results," with a capital "R."



Self-care is about making your own well-being a priority. And well-being, in a nutshell, is the access point for everything you want in life: love, joy, patience, connection, and success at home and at work.

— ANNA CONATHAN, CO-FOUNDER AT LUMO

Social Media Content

The Happy Mama,
Happy Baby Giveaway

LUMO

Multi-brand Giveaway



belabumbum GIVEAWAY CLOSED
Congratulations to our winner @nicole.panebianco

Calling all mamas! This year, we're making 2022 all about you —'cause taking care of baby starts with taking care of mom! To help you get a start on the year of YOU, we've teamed up with our favorite brands to make one lucky mama very happy! 🥰

To Enter:

- 🌸 Like this post
- 📌 FOLLOW all of the participating brands
- @babyjives
- @basqskincare
- @beyondfitmom
- @lovemajka
- @lumoleadership
- @mysweetsleeper
- @parasolco
- @urbanbabyco
- 🏷️ TAG a friend or new mama in the comments who would love to win too!
- Follow the link in our bio for a bonus entry

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PR Campaign: Thought Leadership

Analysis of the McKinsey & Co. and LeanIn's Women in the Workplace 2021 Report yielded second wire release highlighting LUMO's solutions and infographics for press outreach and LUMO presentations to employers and investors.



Roughly **half** of new parents are leaving employers for jobs offering more family friendliness — and less money.

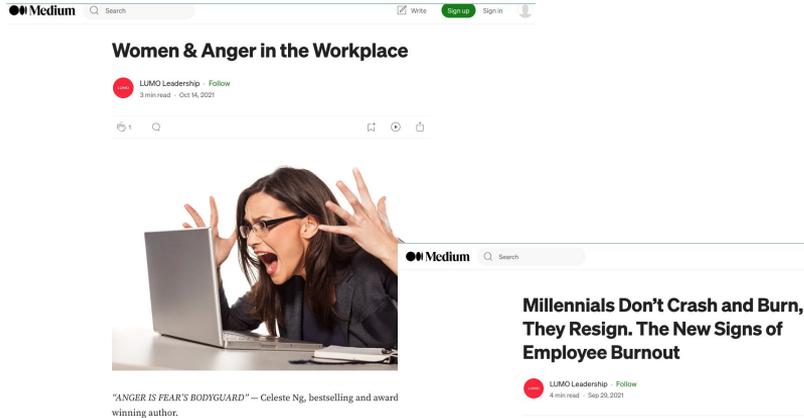
- Bright Horizons



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PR Campaign: Thought Leadership

LUMO leaders' responses to media queries and commentary on trending news provided the starting point for **10 original articles** shared on LUMO and Luscious Mother's blogs, LUMO's Medium channel, and submissions for guest posts.



Millennials Don't Crash and Burn, They Resign. The New Signs of Employee Burnout



LUSCIOUS MOTHER

Celebrating Lusciousness: Luscious Mother Joins 40x40 Initiative

Aug 6

Have you seen the 40x40 initiative? We know what kind of magic happens when women support each other and this takes it to a whole new level. Launched by the [Archewell](#) Meghan Markle's 40th birthday, the 40x40 initiative asks mentors of all kinds to [pledge time to women re-entering the workforce](#) after the pandemic. Considering the Covid-nearly 2 million U.S. women out of the workforce over the past year and a half, we'd sc impeccable timing (and taste...but that's a story for another time.) The 40x40 initiative likes of Hillary Clinton, Stacey Abrams, and Katie Couric and it's just getting started.

Before we get to how the Luscious Mother team will be using our unique gifts to mentor workforce, we want to first remind you and mothers everywhere -- and the people we them -- that mothers have not spent the past 18 months languishing, but leveling up.

OFFERINGS ABOUT US COACHING LUMO BLOG

LUMO

FOR BUSINESSES FOR EMPLOYEES WHY LUMO INSIGHTS & ARTICLES ABOUT LUMO CONTACT US

Working Harder Isn't the Answer: How Prioritizing Rest Will Help You Accomplish More

By: LUMO Leaders - Publish on: September 17, 2021

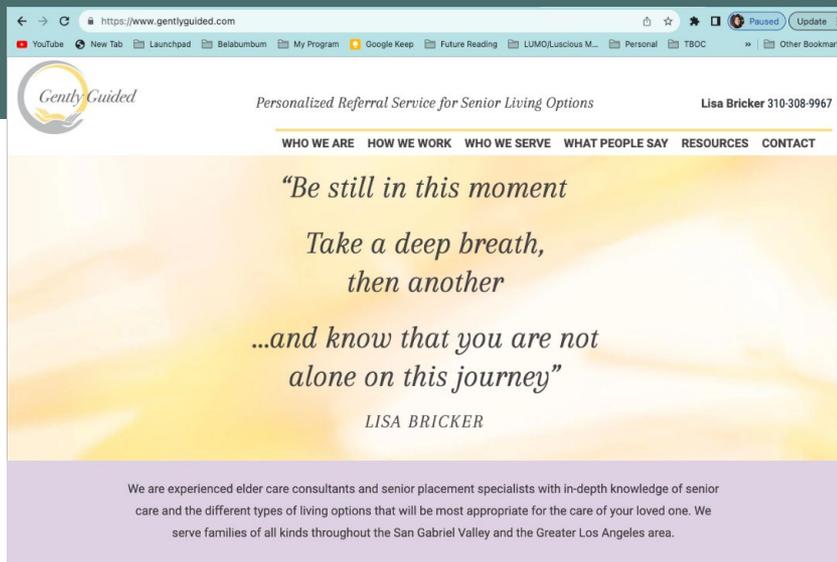


She may be a cultural icon who has inspired the nickname, "Queen Bey" but even Beyoncé feels the pressure of working

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Project Examples

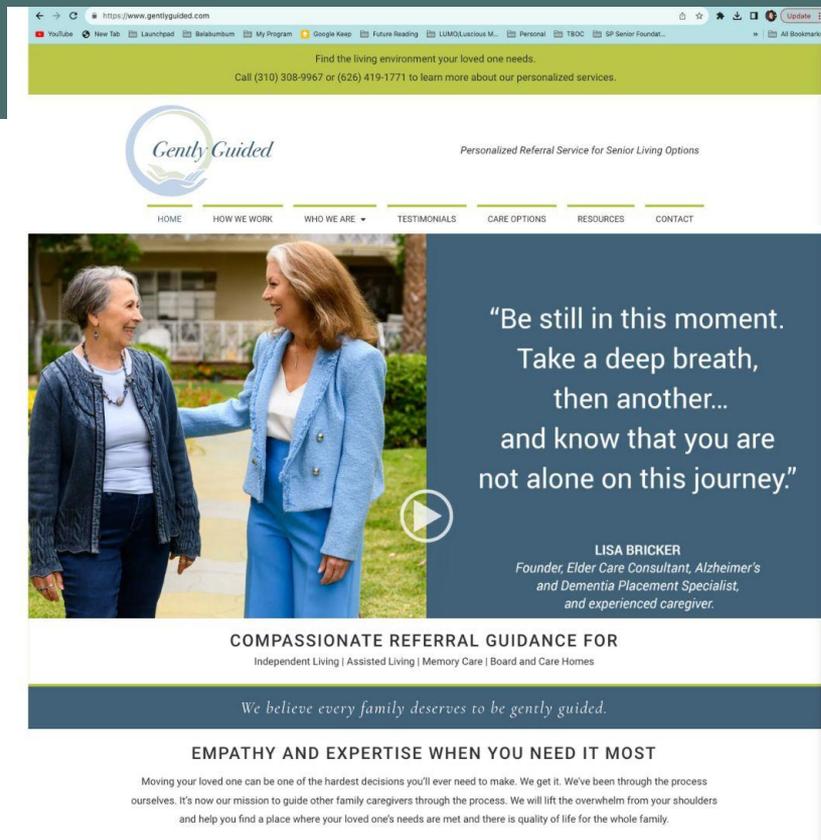
Brand and Website Update



Lisa Bricker - Elder Care Consultant and Placement Specialist, Leadership Coach



COMPASSIONATE REFERRAL GUIDANCE FOR Independent Living | Assisted Living | Memory Care Board and Care Homes

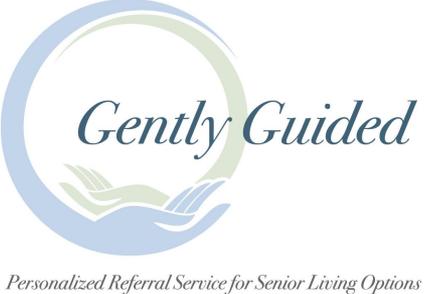


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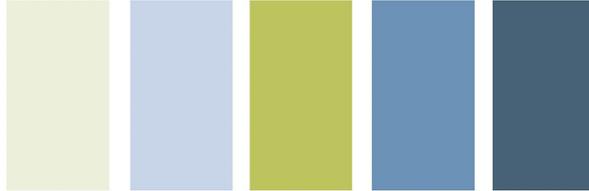
Brand and Website Update

I worked closely with Lisa to communicate her vision and provide Lisa's graphic designer inspiration and guidance on creating a new color palette with a fresh, professional aesthetic.

The new logo established a color palette for Lisa's website and marketing materials.



Gently Guided



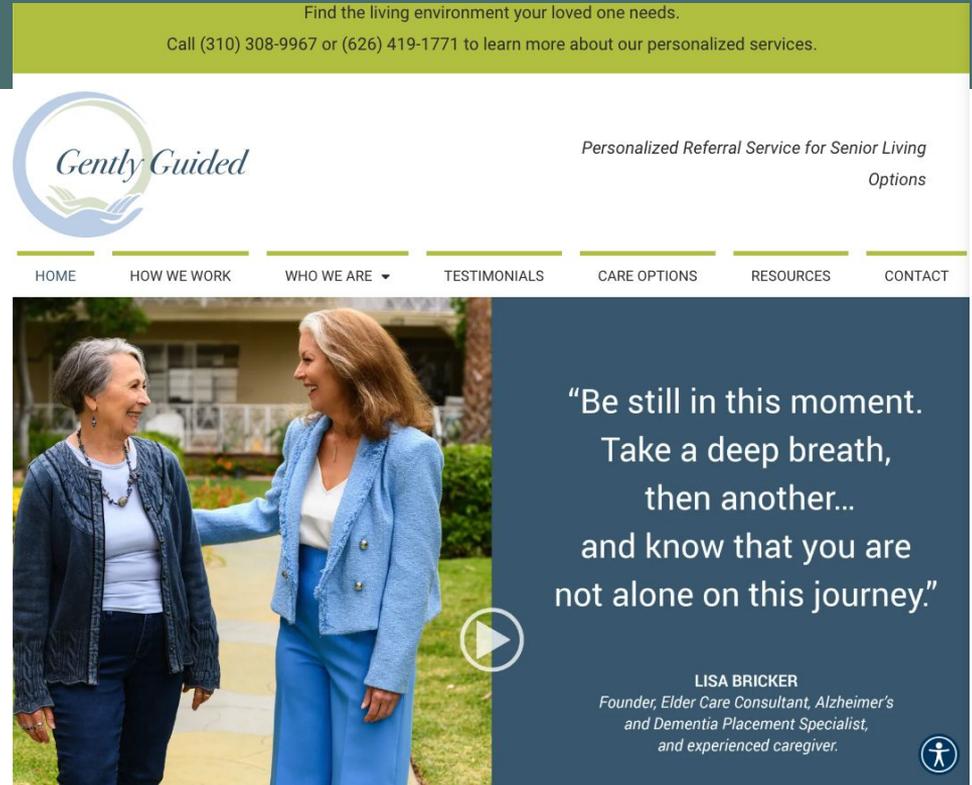
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Brand and Website Update

Lisa's personal Alzheimer's journey with her husband Gary led her to senior placement consulting and inspired her advocacy for family caregivers.

Lisa's business is primarily referral-based, and potential clients visit the website to find out who she is and how her service works. To bring this to the forefront of her site, Lisa invested in video, and we revised the website copy and design to give website visitors the information they are looking for on the homepage.

In addition to putting her introductory video front and center, we explained the Senior Living options Lisa advises on and clearly outlined her process below. Her [redesigned site](#) serves potential clients and colleagues who graciously recommend her services.



Writing Samples

Press Release

2027 TOURNAMENT OF ROSES PRESIDENT HAND-PICKS PARADE THEME INSPIRED BY HIS EXPERIENCE VOLUNTEERING FOR SOUTH PASADENA'S FLOAT

Tournament of Roses President Terry Madigan Found His Chosen Family and Discovered His Love for the Parade as South Pasadena High School Student

SOUTH PASADENA, CA (January 20, 2026) – The South Pasadena Tournament of Roses Association was honored to learn that the 2027 Tournament of Roses Parade theme, “Welcome,” has a connection to South Pasadena. Hand-picked by the Pasadena Tournament of Roses Association’s new president, Terry Madigan, and unveiled on January 15, 2026, the [2027 theme](#) was inspired by Madigan’s first experience volunteering for the Rose Parade as a student at South Pasadena High School.

“Welcome,” the Pasadena Tournament of Roses Association explains in its official theme announcement, celebrates the simple joy of belonging—that feeling that you’re always welcome, no matter who or where you are. It’s the warmth of family—whether related or chosen, the love of good friends, and the welcoming embrace of community. It’s being seen, valued, and heard, just for being you.

Madigan grew up in the San Gabriel Valley and was new to South Pasadena when he volunteered for SPTOR, driving South Pasadena’s float in the 1981 and 1982 Rose Parades. According to an [interview](#) following the theme announcement, Madigan was looking for a chosen family and found it volunteering for South Pasadena’s float. “The core of what I know about leadership and leading a volunteer organization, I learned at 15 on that South Pas float, so I think that’s a bit of a different perspective,” Madigan shared, “I kind of came up from that part of the parade, rather than coming as a business executive in town, it really grew out of that love for the parade that goes back 46 years.” Madigan currently lives in South Pasadena with his husband, Kevin Sommerfield.

The South Pasadena Tournament of Roses committee continues to welcome new volunteers to join them in continuing the city’s longest community tradition. Community members are invited to submit design sketches that reflect the simple joy of belonging and knowing that you’re always “Welcome.” Each sketch must be black and white, in pencil or pen, on paper no larger than 8.5” X 11”. At this “concept” stage, a simple pencil drawing will suffice, and submissions may include a short, written description of the drawing and what the submitter is trying to express. Design submissions must be submitted by Wednesday, February 6, 2026, at 5 pm. For more information, please visit sptor.org.

###

Executive Messaging: Email Newsletters



Hello Karie Reynolds,

We made it! I hope you're able to take some time to relax, recharge, and fully enjoy summer before the school year begins again.

While many of us worry about summer learning loss, it's important to strike a healthy balance by reinforcing academic skills while also embracing the joys of a homework-free, activity-filled summer.

I encourage you to make space for both fun and enriching learning opportunities that will set your student up for success in the year ahead. Many of our [ChildNEXUS members](#) offer excellent programs, from 1:1 tutoring to engaging summer camps, to support continued growth and development.

Summer is also a great time to get some needed rest, try something new, and build habits that can support your family all year long. To help you get started, I'm resharing the ChildNEXUS Summer Bucket List below. It's filled with simple daily, weekly, and monthly ideas to help your family connect, learn, celebrate progress, and make the most of this season.

Wishing you a joyful and restorative summer!

As always, [please reach out](#) if you have questions or need support.

Warmly,



*Personalized Referral Service for
Senior Living Options*

Alzheimer's & Dementia Placement Specialists

Hello Lisa,

Have you seen the good news? Recent studies have found that **up to 45% of dementia cases may be delayed or possibly prevented** by maintaining brain health. I'm not surprised - the brain controls thought, movement and emotion, which is key to our heart and gut health too. It's all connected! I shared this in a "Be Brain Savvy" presentation I gave earlier this year.

In light of the studies' findings, I'm sharing the healthy brain habits I outlined in that presentation below. As Alzheimer's LA [shared](#), it's never too late to start; people in middle age or even older can benefit from focusing on brain health.

To your health,

Lisa

There is currently no cure for Alzheimer's or other types of dementia. But small steps can help improve your memory and thinking abilities, and keep your brain as healthy and happy as possible.

Executive Messaging: Covid-Era Consumer Emails



Our Coronavirus Response

At The Better Options Company we, like many other small businesses in this country, pride ourselves on our ingenuity and our ability to adapt quickly to changing circumstances. The severity and rapidly evolving nature of COVID-19 have created unprecedented challenges for our company and our partners, but together we are working through them while also protecting the safety of our employees and our customers.

Our base of operations in Atlanta, Georgia and our main manufacturing partner in North Georgia remain open. Most of our team members are working from home and our warehouse team is taking all necessary precautions to stay healthy. The men and women working in our warehouse are full-time employees with paid sick leave and our management team is ensuring that they use that time off if they are sick. Please be assured that as a company we are committed to keeping our team and your purchases safe and secure while we continue to ship orders.

We are working hard to limit the disruptions caused by COVID-19 while also remaining committed to keeping our team and your packages safe. Please be aware that there may be a mild delay in orders.

Thank you for supporting our small business and our efforts to bring you a better way to discover great products online and to support the small businesses that create them.

We wish you the very best as we all navigate these challenges together.

Janelle Fitzpatrick, Founder & CEO



Hello!

I hope I made you laugh a little by starting with a look at what life looks like right now.

How are you doing? I know...kind of a loaded question these days. I hope you are managing shelter-in-place and new recommendations to wear a mask in public as well as you can. I promise I won't suggest "pivoting" in your business or looking for the silver linings right now.

Of course, challenges often bring out creativity and the best in people. We have seen that in so many ways in our community already, with new announcements each day about how people are working hard to help their neighbors, colleagues and friends. Gives new meaning to making lemonade out of lemons.

I'm happy to pass on information I've received this week. I hope you find this as helpful as I did.

Be well,

Lindi

Brand Material Development

Brand Video



As the company's fractional Director of Communications, I played an integral role in the refresh of Keenz Stroller Wagons' website and brand messaging to support the GTM launch of 4 new stroller wagon models.

To maximize our marketing budget, I produced a Keenz [brand video](#) in-house, creating the storyboard, recruiting the filmmaker, and providing production support.

The result: Professional brand video for website, YouTube and social channels and \$15,000+ in savings*.

**Based on bids received from multiple video production companies*

Product Promotion Postcard

Expert support for parents with children diagnosed with ADHD, Anxiety or Dyslexia



ChildNEXUS Mini-Courses

The Answers, Guidance and Support You Need Following Diagnosis



Equip yourself to better support and advocate for your child:



- Understand your child's diagnosis
- Acquire skills to support your child at home
- Learn the social and emotional factors that impact your child's learning
- Access educational and emotional support for your child/teen
- Learn how to advocate for your child at school
- Understand your child's rights
- Become skilled at pushing against the stigma of learning differences and mental health challenges
- Build a support network

Answers, Guidance and Support from Experts You Can Trust



Mini-courses are led by ChildNEXUS Founder and UCLA-trained, clinical neuropsychologist, Dr. Karen I. Wilson and feature video interviews with experts in the ChildNEXUS professional community.

Dr. Wilson specializes in assessing neurodevelopmental disorders and has extensive experience evaluating children, adolescents, and young adults who present with learning, processing, or social-emotional challenges. She uses her in-depth understanding of brain-behavior relationships to help identify the causes of difficulties individuals are experiencing and is committed to helping all children reach their full potential.



Learn from the experts and access course content for 1-year for only \$98.50!
LEARN MORE:

