

Ariela M. Freedman, PhD, MPH, MAT

Owner and Founder, MavenTree Consulting, LLC

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Woman-Owned Small Business: WBENC-certified

PROFESSIONAL EXPERIENCE

Owner and Founder

MavenTree Consulting, LLC, Atlanta, GA

2014 – Present

- Founded and managed a consulting firm specializing in leadership development, management training, and career development for public health and educational organizations.
- Facilitated over 500 customized workshops and trainings, including sessions on strengths-based team building, logic model development, and evaluation for clients like the CDC, Emory University, Mercedes Benz, and state and local health departments.
- Provided one-on-one coaching to leaders and teams using CliftonStrengths, resulting in enhanced team collaboration and improved leadership capabilities.
- Developed Compass Within, a comprehensive online career transition coaching program for students and mid-career professionals, helping over 150 people find careers that are right for them.

Adjunct Assistant Professor

Rollins School of Public Health, Emory University

2013 – Present

- Teach graduate courses on curriculum design, program planning, and qualitative research methods in the Behavioral Sciences and Health Education department.
- Developed online and in-person curricula focused on interdisciplinary public health research, with an emphasis on real-world application and community engagement.
- Mentor graduate students in their research projects and serve on thesis committees, guiding their work in areas such as health literacy, behavioral health interventions, and emergency preparedness.
- Guest speaker and panelist on topics including health disparities, leadership in public health, and ethics in health communication.

Managing Director, Alumni Leadership and Community Engagement

Teach For America, Metro Atlanta

2013 – 2014

- Led alumni engagement initiatives for Teach For America alumni in Metro Atlanta, fostering leadership development and community involvement.
- Designed and implemented evaluation tools to measure alumni engagement, career development outcomes, and the impact of leadership programs.
- Organized and facilitated leadership workshops and community events aimed at supporting alumni in their post-program professional journeys.

Assistant Research Professor

Department of Behavioral Sciences and Health Education, Rollins School of Public Health, Emory University

2011 – 2013

- Led research and evaluation teams for several federally funded projects, focusing on public health workforce development, emergency preparedness, and health literacy.
- Co-investigator on research examining the use of Incident Command Systems (ICS) and Emergency Operations Centers (EOC) during public health crises, resulting in published reports and presentations.
- Evaluated public health training programs for the Emory Public Health Training Center and the Atlanta Clinical and Translational Science Institute, contributing to improvements in public health education and workforce readiness.

Evaluator & Lead Qualitative Researcher

*Centers for Disease Control and Prevention (CDC), National Center for Chronic Disease Prevention
2010 – 2011*

- Conducted evaluations, focusing on nutrition, physical activity, and obesity prevention.
- Delivered findings and recommendations to CDC leadership and public health practitioners, improving the implementation of health interventions.

Director of Health

*Parents In Community Action (PICA) Head Start, Minneapolis, MN
2005 – 2007*

- Managed the health services program for a large Head Start organization (2,500 children), providing leadership and strategic direction for health initiatives for low-income families.
- Led a team of health professionals in delivering services such as nutrition education, preventive health screenings, and health literacy workshops for families and staff.
- Secured a \$300,000 Early Childhood Mental Health grant, enabling the expansion of mental health services for children and families.

Educational Coordinator, STEP-UP Program

*Achieve!Minneapolis
2004-2005*

High School Teacher – English, Drama, and Debate

*Chicago Public Schools / Teach For America
2000-2002*

EDUCATION**PhD** in Behavioral Sciences and Health Education

Emory University, Atlanta, GA | 2011

MPH in Community Health Education

University of Minnesota, Minneapolis, MN | 2006

MAT in English Education

National Louis University, Chicago, IL | 2002

BA in English

*Lawrence University, Appleton, WI | 2000
Graduated Cum Laude*

SELECT CERTIFICATIONS & TRAINING

- The Enneagram in Business Certified Coach | 2020
- Gallup Certified CliftonStrengths Coach | 2017
- Positive Discipline Certified Coach | 2017
- Collaborative Leadership and Facilitation, Collaborative Operating System | 2015
- Essentials of Innovation Leadership Workshop, 4.0 Schools | 2013
- Managing to Change the World Essentials | 2012
- Active Learning and Engagement Initiative, Emory University | 2012
- Crisis and Emergency Risk Communication, CDC | 2011
- MAXQDA Qualitative Software Training | 2010