

# Sasha Sullivan

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## Professional summary

I am a technical and copywriter, teacher and coach with 10+ years' experience supporting organisations with effective copy, business strategy and content for courses. My career highlights include:

- Coaching solopreneurs in business design, strategy and marketing (*My Copy Coach* and *Hello Coach*)
- Writing copy for small to large service-based organisations including websites, sales pages, press releases and LinkedIn profiles (*Your Copy Coach*)
- Writing course content for the Bachelor of Counselling, Bachelor of Community Services and Masters of Education (*Torrens University*)
- Creating course content, participant materials and slide decks (*Bright Arena, Principals Australia Institute, The Learning Factor, YLab*)
- Project managing the design, marketing and roll out of the Mental Health First Aid Program (*Royal Women's Hospital and partners*) and the YLab Immersion Program (*The Foundation for Young Australians*)

## Relevant experience

[Torrens University](#), Sydney

Australian university with a focus on industry-informed courses

### Counselling Academic Writer

Sept 2022 to current

- Designed curriculum for Bachelor of Counselling and Bachelor of Community Services subjects informed by biomedical, biopsychosocial and holistic models
- Created subject outlines, module planners and resource lists drawing on the latest research in health, psychology and neuroscience
- Designed engaging learning activities with a focus on self-reflection, peer to peer sharing and knowledge application

[ShaeWellness](#) & [Hello Coach](#), Remote

Wellness and business coaching for individuals and organisations.

### Wellness and Business Coach

Nov 2021 to current

- Conducted assessments across business strategy and wellness for individuals and teams
- Coached clients across a range of lifestyle areas including nutrition, exercise, social, place, mindfulness, strengths and career
- Created worksheets and follow up exercises to solidify coaching insights
- Risk assessments as needed

[My Copy Coach](#), Sydney, NSW

Copywriting services for small to large organisations including non-profit businesses, social enterprises and service-based solopreneurs.

**Copywriter and Copy Coach**

Nov 2020 to current

- Coached solopreneurs in defining their target audience, unique value proposition, creating their offer and writing their website and sales page copy
- For copywriting clients, conducted research into target audience and competitors
- Guided clients through a thorough creative brief process
- Created custom marketing copy to showcase clients' unique value proposition including websites, landing pages, email sequences, lead magnets, flyers and brochures

[The Royal Women's Hospital](#), Melbourne, VIC

The Royal Women's Hospital is Australia's first and leading specialist hospital for the health and wellbeing of women and newborns.

**Psychological Wellbeing Consultant** (contract)

May 2021 to Nov 2021

- Led and project managed the Psychologically Healthy Workplace Program on behalf of the Women's, Southwest Healthcare and regional partners.
- Conducted a needs assessment
- Developed and implemented a comprehensive suite of psychological wellbeing resources and initiatives
- Designed and facilitated a range of psychological wellbeing sessions for Managers and staff
- Led the implementation of internal Mental Health First Aid training for staff and the establishment of a Peer Support Program
- Developed key messages and communications to all staff in relation to psychological wellbeing

Sasha Sullivan Counselling & Consulting, Melbourne/Sydney, NSW

Oct 2018 to Nov 2021

*Staff wellbeing consulting and counselling*

**Staff wellbeing consultant and counsellor**

- Counselling school leaders and teachers on a range of issues including stress reduction, burn-out recovery, anxiety, parent and student related concerns.
- Conducted needs assessments with school leaders and staff to ascertain pain points and what to focus on in workshops.
- Designed and facilitated workshops with school staff on mindfulness, team building, peer coaching, stress management and constructive communication drawing on evidence-based approaches such as Positive Psychology, Non-violent Communication, Polyvagal Theory (Somatic Sensory Psychotherapy) Cognitive-Behaviour Therapy, Motivational Interviewing, Appreciative Inquiry and coaching strategies.
- Workshop net promoter score 92. For feedback from training sessions 2014-2020 see [here](#).

[The Foundation for Young Australians](#), Melbourne, VIC

Nov 2019 to May 2021

*Non-profit organisation that backs young people with the trust, resources, skills and connections to make change.*

## **YLab Learning Manager**

- People managed and facilitated 1:1 and group development and wellbeing coaching for participants.
- Developed coaching toolkits, training, workbooks and development tracking tools
- Created and implemented an impact measurement framework and tools.

## **YLab Manager, NSW** (11 month contract)

- Coached a team of young people with lived experience of homelessness to create and deliver a program of workshops and resources for schools. This also included regular lived experience debriefing.
- Offered a new role (Learning Manager) on completion of contract.

[The Learning Factor](#), Sydney, NSW

Sep 2019 to May 2020

*Learning design consultancy*

## **Senior Learning Design Consultant** (freelance)

- Designed PowerPoint decks, facilitator guides and worksheets for face-to-face and digital delivery on topics like customer experience and human (soft) skills..
- Received multiple contract extensions/renewals from clients as a result of high satisfaction.

[Bright Arena](#), Melbourne, VIC

Dec 2017 to Jul 2018

*Consultancy training large organisations and research institutes in Lean Start-Up methodology/Human-Centred Design.*

## **Innovation Consultant** (freelance)

- Co-facilitated and designed fit-for-purpose training sessions for corporate teams nationally and internationally delivered face-to-face and remotely.
- Conducted employee needs analyses and program evaluation in order to iterate and ensure the program was meeting clients' needs.

[anda project](#), Melbourne, VIC

Jul 2016 to Nov 2017

*Student innovation program for 10-18yos teaching design thinking through big tech company mentors.*

## **Co-founder**

- Outstanding feedback from REA Group leaders, staff and the students - see [here](#) and [here](#).

[University of Melbourne](#), Melbourne, Victoria

Jan - Jun 2014

*Tertiary student counselling service.*

[Rape Crisis Cape Town Trust](#), Cape Town, South Africa

Jan - Jun 2015

*Counselling service for survivors of rape and sexual assault.*

## **Intern Counsellor** (UniMelb & RCCTT)

- Held own caseload of 15-25 clients and conducted risk assessments and referrals.

- At RCCTT counselled students with complex PTSD, depression, anxiety, addiction.
- At MU counselled students in work-study balance, performance and general anxiety, depression, home sickness, stress and perfectionism.
- Co-delivered mental health first aid and other wellbeing sessions to students and staff.
- High distinction awarded for both internships.

[Principals Australia Institute](#), Melbourne, VIC

Mar 2012 to Jun 2016

*Professional learning for school leaders and staff on wellbeing through KidsMatter and MindMatters.*

**State Manager (Programs) - July 2015 June 2016**

- Co-designed national workshops on staff and student wellbeing with a range of stakeholders.
- As Chair of the Reference Group built strategic partnerships across health, community organisations and education and co-ordinated a state-level conversation with a range of stakeholders on how we best support schools in promoting whole-school mental health.

**Project Officer (Programs) & Victorian Co-ordinator (MindMatters)**

Mar 2012 to Jun 2015

- Delivered professional learning to schools using the KidsMatter Primary and MindMatters frameworks face-to-face and via webinars.
- Coached teachers and school teams in implementing a whole-school-approach to wellbeing tailored to their school.
- Built strategic partnerships with regional health and education stakeholders.
- Mean participant evaluation score 4.6 of 5.

[Stevens English Training](#), Cologne, Germany

Jun 2010 to Feb 2011

*English training to businesses in and around Cologne.*

**Business English Trainer**

[Marymount International School](#), Kingston Upon Thames, United Kingdom

Aug 2009 to Apr 2010

*Independent Catholic girls secondary boarding school of 250 students.*

**Boarding Student Welfare Co-ordinator**

- Counsellor and case managed boarding students with mental health and stress related concerns including anxiety, depression, eating disorders, self-harm and conducted suicide risk assessments.
- Drew on a range of evidence-based approaches to deliver wellbeing sessions, create resources and inform counselling including Cognitive-Behaviour Therapy, Acceptance and Commitment Therapy, Motivational Interviewing, mindfulness and Positive Psychology.
- Referred and liaised with teachers on students as needed to uphold duty of care.

[Geelong Grammar School](#), Timbertop and Corio Campuses, Victoria

Jan 2006 to Dec 2008

*4 campus Independent Anglican P-12 college utilising a Positive Psychology framework.*

**Head of Unit, German Co-ordinator and Teacher**

## Education

### Tertiary:

<b>Masters of Social Work (Qual)</b> Monash University	2015
GPA: 3.833; internships: University of Melbourne Counselling Service & Rape Crisis Cape Town Trust Monash University Medicine, Nursing and Health Sciences Merit Scholarship	
<b>Diploma of Professional Counselling</b> Australian Institute of Professional Counsellors	2008
<b>Bachelor of Arts/Teaching (Hons): German, English, Teaching</b> University of Melbourne	2005
University of Melbourne Dean's Award Bachelor of Arts University of Melbourne Dean's Award Bachelor of Teaching (Hons)	

### Professional learning:

<b>Copywriting Certificate</b> Australian Writer's Centre	2021
<b>Freelance Writing Certificate</b> Australian Writer's Centre	2021
<b>Copywriting Certificate</b> The Comprehensive Copywriting Academy	2021
<b>SEO Certificate</b> Hubspot Academy	2021
<b>Coaching Certificate</b> ph360	2020
<b>Certificate III in Micro Business</b> Operations NEIS Program	2019
<b>Human-Centred Design 101</b> IDEO & +Acumen	2018

## Interests

Yoga, camping, time with my doggo, personal development, creative writing, singing, dance, cooking and chai-brewing.

Please reach out if you'd like the contact details of my referees