

Felicia A. Shanklin, M.Ed., CPRW

Felicia A. Shanklin is a dedicated educator, career coach, human resource professional, trainer, and nonprofit leader with more than two decades of experience supporting individuals, families, and organizations across education, workforce development, mental health awareness, and community-based services. She is widely recognized for her ability to integrate career development, mental wellness, and practical life skills to help people achieve holistic, sustainable success both personally and professionally.

Professional Overview

Felicia is an advocate for education and career development with a proven ability to teach, motivate, coach, and guide individuals while maintaining high levels of engagement and achievement. Her work spans higher education, K-12 systems, adult education, nonprofits, government agencies, small businesses, and workforce development initiatives. She is deeply committed to promoting growth, resilience, and empowerment through discovery, awareness, goal-setting, and informed decision-making.

Felicia has extensive experience working in fully remote and hybrid environments, delivering online instruction, virtual coaching, student advising, documentation management, and cross-functional collaboration using digital platforms. She is highly effective in self-directed, outcomes-driven settings that require accountability, proactive communication, consistent engagement, and strong organizational skills.

Felicia's professional philosophy centers on the belief that career success cannot be separated from mental and emotional well-being. She intentionally integrates mental health principles into her coaching, instruction, human resources practice, and training, helping individuals navigate challenges such as stress, burnout, work-life balance, and major life or career transitions.

Current & Ongoing Roles

- **HR Generalist / Talent Acquisition Specialist** - Nonprofit Entity
- **Career Coach & Academic Advisor** - Higher Education
- **Adjunct Instructor** - Higher Education
- **Founder & Owner** - *Own Your Expertise LLC*, providing career coaching, professional development, small business coaching, and nonprofit consulting
- **Founder & Executive Director** - *Lady Butterflies*, a 501(c)(3) nonprofit organization serving women and teen girls in transition

Through these diverse roles, Felicia supports individuals in career exploration, resume and document development, job readiness, entrepreneurship, leadership development, and personal growth. She brings together expertise in human resources, higher education, entrepreneurship, and nonprofit leadership, leveraging her experience in talent acquisition, employee development,

career coaching, teaching, and community building to help others navigate transitions, strengthen leadership capacity, and achieve lasting success.

Nonprofit Leadership

In February 2010, Felicia founded *Lady Butterflies*, a nonprofit organization dedicated to providing social supportive services for women and teen girls in transition. The organization's mission is to empower participants to achieve immediate and lasting change by improving their health, education, personal development, and economic opportunities. Her leadership has focused on advocacy, mentorship, education, workforce readiness, and community-based empowerment.

Training, Instruction & Facilitation Experience

Felicia has served as a *Professional Trainer, Instructor, and Facilitator* since January 2000, specializing in:

- Assessing training and organizational needs
- Designing and developing customized curricula and workshops
- Delivering research-based instruction through traditional, blended, and distance learning formats

Her instructional and facilitation topics include:

- Career Development & Job Readiness
- Entrepreneurship & Small Business Development
- Creative Marketing
- Financial & Career Literacy
- Mental Health & Self-Care
- Fitness, Health, and Wellness
- Life Skills & Psycho-Social Skills
- Nonprofit Leadership Development
- Adult Basic Education & Academic Skill Building

Publications & Curriculum Development

Felicia is the author of an *Instructional Manual: Career Literacy*, developed in 2019. This interactive workbook is designed for high school students and first-year college students and integrates career assessment with financial literacy to promote informed decision-making and long-term planning.

She has also designed, developed, and facilitated curriculum in areas such as:

- Adult Basic Education and GED preparation
- Financial literacy and personal banking
- Budgeting, credit, and identity protection
- Career assessment and workforce readiness
- Technology and basic computer skills
- Interpersonal and reflective life skills

Education & Credentials:

Education

- Master of Education (M.Ed.), Adult Education – Pennsylvania State University
- Bachelor of Science (B.S.), Human Resource Management – Franklin University

Professional Certificates & Licensure

- Human Resource Management Certification – Southern New Hampshire University (SNHU)
- MindEdge for HRCI Certification Ethical Challenges | Resolving Disputes
- Editorial Peer Reviewer – Journal of Interdisciplinary Studies in Education (JISE)
- Professional Certificate – Family Literacy (Penn State University)
- Professional Certificate – Distance Education (Penn State University)
- Professional Certificate – Mastering Online Teaching (Georgia State University)
- Certified Professional Resume Writer – Professional Association of Resume Writers & Career Coaches (PARWCC)
- Licensed Mental Health First Aid Trainer (Adult – 3-year certification)
- Mental Health First Aid in Higher Education – Certified
- Adult & Pediatric First Aid / CPR / AED Licensed Training Provider – American Red Cross
- Babysitter Training Instructor – American Red Cross
- Basic Literacy (GED) & ESL Professional Certified Trainer – ProLiteracy America
- Long-Term Substitute Teaching License (Career Technical / Integrated Business, Grades 4–12) OH & GA
- Notary Public & Loan Signing Agent – State of Georgia

Professional Affiliations & Board Service

Felicia actively contributes her expertise through professional associations, boards, and committees, including:

- Society for Human Resource Management (SHRM)
- National Career Development Association (NCDA)
- National Academic Advising Association (NACADA)
- Georgia Career Development Association (GCDA)
- Professional Association of Resume Writers & Career Coaches (PARWCC)
- Georgia Association of Colleges and Employers (GACE)
- Live Healthy DeKalb Coalition (LHD)
- Journal of Interdisciplinary Studies in Education (JISE) – Editorial Reviewer
- Ohio Literacy Network
- ProLiteracy America
- Commission on Adult Basic Education (COABE)
- Mine 4 GOD Productions – Board Member
- On The Right Track! – Talent Acquisition & HR Specialist Committee Member

Experience & Impact

Felicia brings:

- More than **20 years** of experience in training, development, business management, supervision, and human services
- More than **15 years** of experience in human resources, academic advising, and life skills and career coach
- More than **12 years** mentoring and advocating for youth, teens, adults, and families with diverse backgrounds and barriers

Throughout her career, Felicia has supported hundreds of students, clients, and community members through academic persistence, career transitions, workforce readiness, entrepreneurship, and personal development. She has designed programs and curricula used across multiple institutions and organizations and has guided individuals toward employment, promotions, business launches, and sustained professional growth.

She is known for her strong planning, organizational, creative, and interpersonal skills, as well as her ability to lead with purpose while maintaining a learner-centered, compassionate approach.

Mission & Professional Focus

Felicia's mission is to empower individuals through education, mentoring, and coaching—helping them identify their strengths, clarify their goals, and confidently navigate education, career, and life decisions. She works with students, career changers, educators, entrepreneurs, nonprofit leaders, women, and families navigating transitions related to education, employment, wellness, and economic mobility. Her background in human resources and workforce development allows her to bridge employer expectations with individual career readiness, aligning talent development with organizational needs.

She is particularly passionate about family dynamics related to literacy and works to support parents in building strong relationships with educators and creating literacy-rich, supportive home environments. She also shares her expertise through the *Balanced Harmony Webinar Series*, designed to help individuals and professionals navigate career growth, mental wellness, and life balance.

Felicia is a thought leader, facilitator, and contributor to professional learning communities.

Personal

Felicia splits her time between *Columbus, Ohio* and *Atlanta, Georgia*. Outside of her professional work, she enjoys reading, crafting, networking, fitness, hosting events, attending outdoor and cultural experiences, spending time with family and friends, and embracing new adventures.