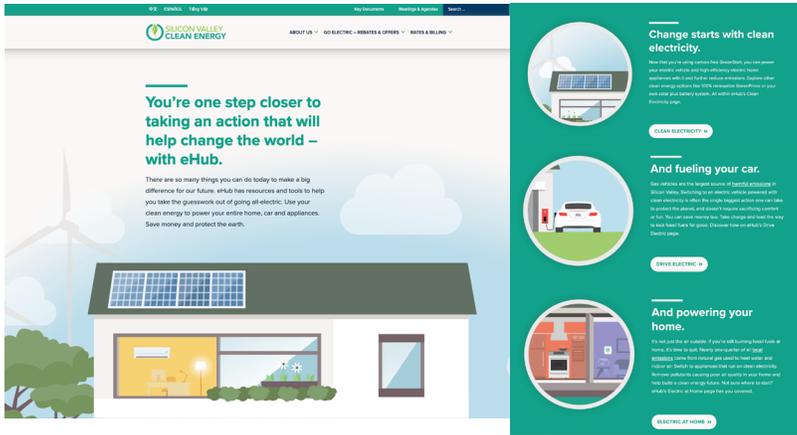
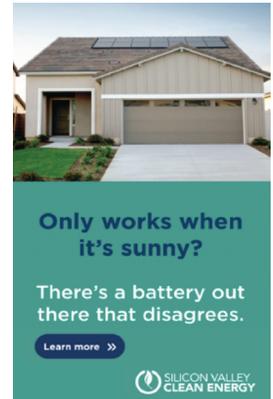
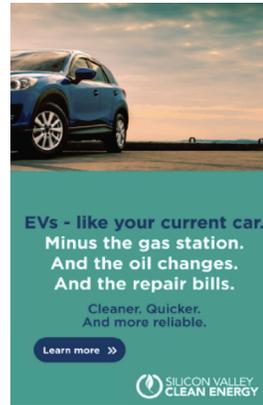


# SCHOOL OF THOUGHT

1



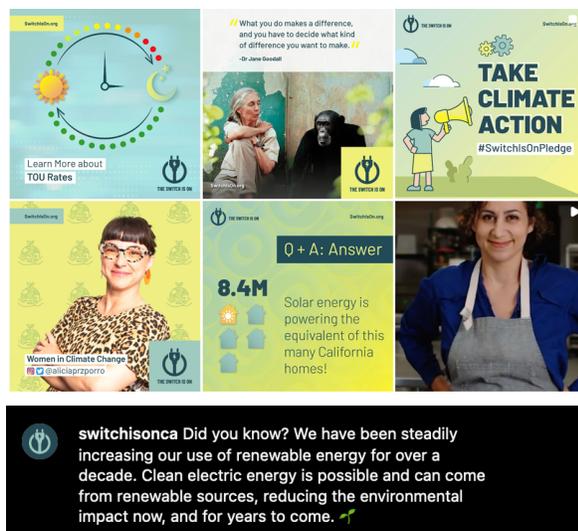
2



3



4



5



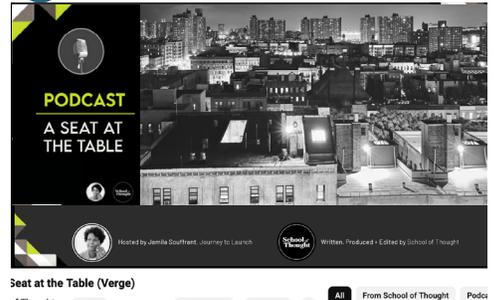
6



7



8



- 1 Strategy, positioning, and website copywriting for Silicon Valley Clean Energy (SVCE) campaign launch
- 2 Headlines written for digital ad campaign
- 3 Copywriting and overall design for 'Switch Is On' (BDC) client campaign — health education and environmental advocacy
- 4 Social content calendar management for client — positioning, caption writing, design, and analytics reporting
- 5 Headlines written for digital ad campaign
- 6 Video conceiving and review for video campaign — digital and social
- 7 Talent sourcing and scheduling, production direction, and editing review for video campaign — TV and digital
- 8 Podcast conceiving, sourcing, interviewing, narrative development and editing (Milliman)

# NATIONAL UNIVERSITY OF NATURAL MEDICINE

1



## Naturopathic Medicine grads turn pediatric insights into public health mission

Aug. 7, 2025

NUMM Alumni | ElyPop co-founders create herbal freezer pops to support hydration.

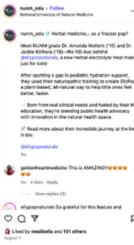


ElyPop co-founders Dr. Jackie Kirihara (left) and Dr. Amanda Watters (NUMM Photo)

Dr. Amanda Watters and Dr. Jackie Kirihara, both alumni of the National University of Natural Medicine (NUMM), first bonded over their passion for pediatric care.

Years later, that connection would evolve into a business partnership with a mission to turn a clinical challenge into a broader public health solution.

While working together at NUMM Health Centers the two naturopathic physicians frequently observed children struggling with dehydration—particularly during illnesses such as stomach bugs, colds, or sore throats.



NUMM Health Centers is currently proud to share that ElyPop CEO, Dr. Amanda Watters, is a 2025 Best of Portland Reader's Poll Best of Natural or Alternative Medicine Clinic. The poll is a testament to the dedication and expertise of our healthcare professionals and the support of our community.

2



3



4

**RESEARCH WEEK**

**MONDAY, MAY 12**  
12 PM - 2PM  
Lunch and Learn  
Academic Building 107

**TUESDAY, MAY 13**  
11 AM - 1PM  
Lunch and Learn  
Academic Building 107

**WEDNESDAY, MAY 14**  
12 PM - 2PM  
Lunch and Learn  
Academic Building 301

**THURSDAY, MAY 15**  
12:15 PM - 2PM  
Research Career Discussion Panel, Academic Building 107

**FRIDAY, MAY 16**  
All events in Academic 107

9 AM - 11:30 AM (Virtual)  
SUGS overview w/ Dr. Erlanson & Heather Zwickey, PhD

1 PM - 3 PM  
Student Oral Presentations

3 PM - 3:30 PM  
Poster Symposium

3:30 PM - 5 PM  
Mixer & Awards

Scan for schedule details, register for events, and read NUMM research highlights

Research Week is sponsored by NUMM, the Helfgott Research Institute and Student Government Association.

5

**Not Your Average Clinic. Not Your Average Care.**

Primary Care, Women's Health, Acupuncture, IV Drips, Chronic Pain Support

At NUMM Health Center, we take a different approach to treat the whole you—not just your symptoms. Providers blend evidence-based medicine and natural therapies to get to the root cause. Whether you're managing stress, dealing with ongoing pain, navigating perimenopause or menopause, tackling diabetes, or just wanting for a check-up, we've got you covered.

**What NUMM Health Center Offers:**

- Women's Health
- Chronic Pain Support
- Primary Care
- IV Therapy
- Acupuncture and Herbal Medicine

**New Offerings:**

- Skin Rejuvenation & Acne Treatment
- IRP & Podiatry
- Non-surgical Spider Vein Removal

Scan the QR code to learn more.

**Best Butter Mochi Artist**



## NUMM Health Centers wins second place for 2025 'Best Natural or Alternative Medicine Clinic'

JULY 30, 2025 — Annual Willamette Week Best of Portland Readers' Poll spotlights services in natural medicine.

- 1 Integrated alumni/clinician campaign — written feature story, video interview, and social posts
- 2 Branding, conceiving and execution of 'Weekly Wrapup' stories for social
- 3 Streamlined brand identity on social — style guidelines aligned with education + advocacy posts
- 4 Designed branded flyers, posters and other promotional materials
- 5 Health Center campaign for Willamette Weekly 'Best of Portland' — magazine ad copy, news story, and social posts