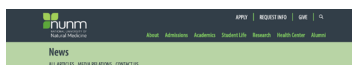


NATIONAL UNIVERSITY OF NATURAL MEDICINE

1



Naturopathic Medicine grads turn pediatric insights into public health mission
Aug. 7, 2025

NUNM Alumni | EllyPop co-founders create herbal freezer pops to support hydration.

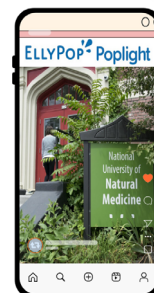
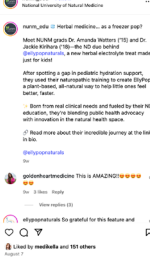


EllyPop co-founders Dr. Jackie Kiriha (left) and Dr. Amanda Waters. (NUNM Photo)

Dr. Amanda Waters and Dr. Jackie Kiriha, both alumni of the National University of Natural Medicine (NUNM), 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.

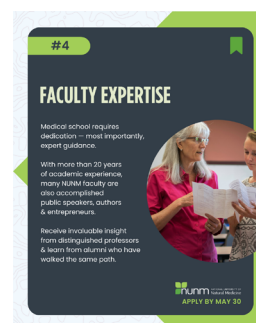
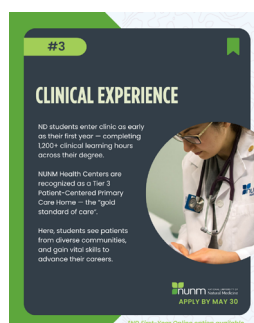
While working together at NUNM Health Centers the two naturopathic physicians frequently observed children struggling with dehydration—particularly during illnesses such as stomach bugs, colds, or sore throats.



2



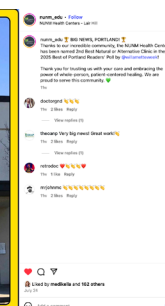
3



4



5



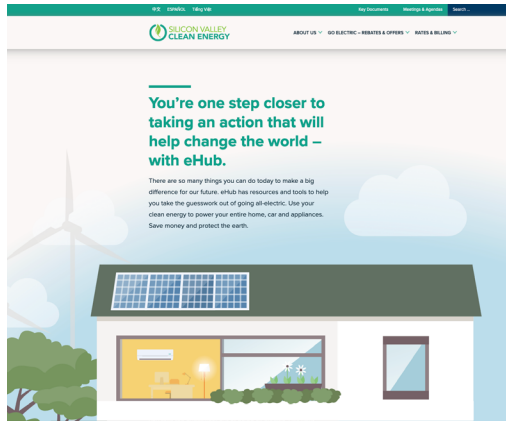
NUNM Health Centers wins second place for 2025 'Best Natural or Alternative Medicine Clinic'

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

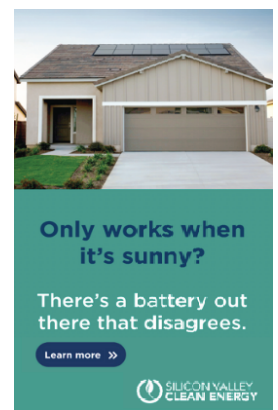
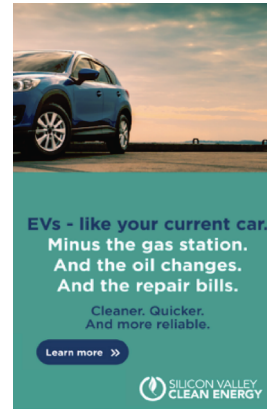
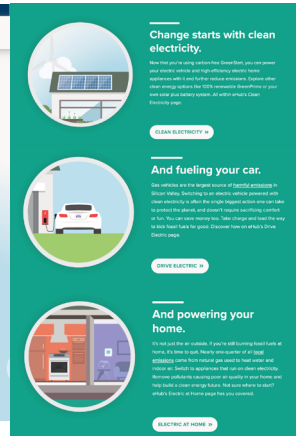
- 1 Integrated alumni/clinician campaign — written feature story, video interview, and social posts
- 2 Branding, concepting and execution of 'Weekly Wrapup' stories for social
- 3 Streamlined brand identity on social — style guidelines aligned with education + advocacy posts
- 4 Designed branded flyers,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

SCHOOL OF THOUGHT

1



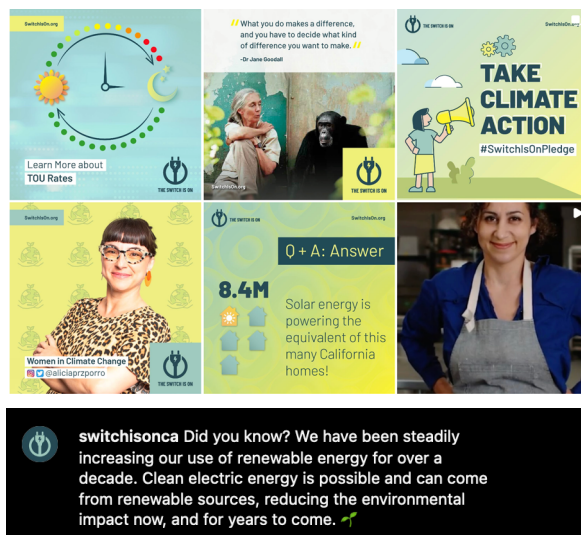
2



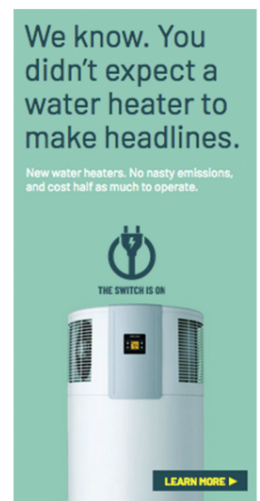
3



4



5



6



7

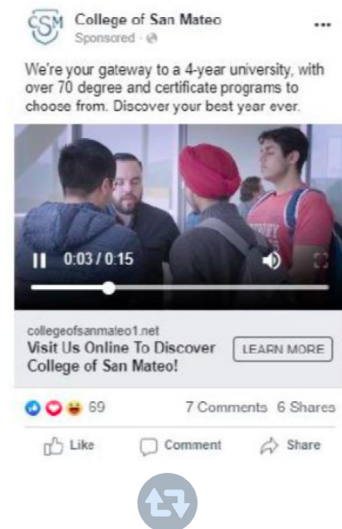
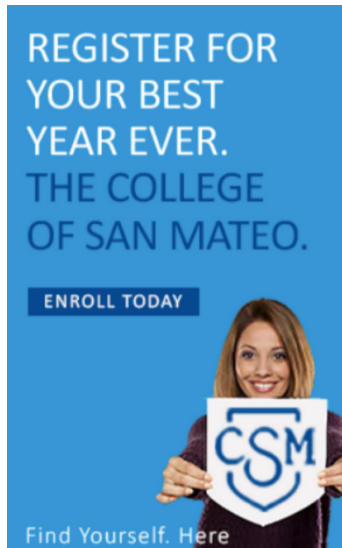


8



- 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 concepting and review for BDC video campaign — digital and social
- 7 Talent sourcing and scheduling, production direction, and editing review for BDC campaign — TV and digital
- 8 Video concepting, production direction, acting, editing review, and social promotion (SVCE)

1



Stock, Todd <@toddstock@csmsanmateo.net> Tue, Jul 16, 2019, 9:32 AM ☆ ↻

to me

Good morning Ashley,

I think so. Also, highlighting some of the stats. They were truly amazing !

Youtube - CPV (cost per visit) was only 6 cents. You can't find anything that cost effective.

VTR was 43% - 43 percent of people that saw the ad watched it !

That is amazing !

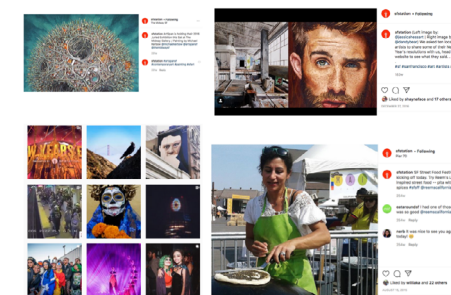
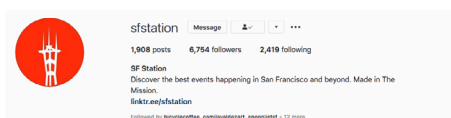
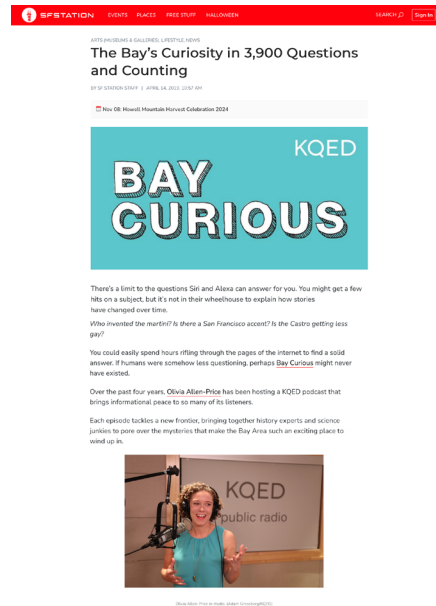
122,636 people watched the 30 second video. That engagement is off the charts. Shows that we were targeting the right people. And they liked the creativeVideo. Let that sink in for a bit..122,000 people watched the video for a \$6,000 invest.

Facebook- The ad was shown 754,000 times for a 6,000 investment. Which is very cost effective. But not only that, it worked ! Those people clicked on the ad 4,400 times and were taken directly to CSM's website.

Honestly, I have worked for Reachlocal for 10 years. These are some of the best stats I have ever seen for the investment. This strategy and creative worked very well !

- 1 College of San Mateo: Brand positioning and ad copywriting for social/digital campaign
- 2 SF Station: Feature writing and social coverage for local events guide
- 3 Milliman: Interviewing, b-roll, narrative development, and editing for internal campaign
- 4 Milliman: Podcast concepting, sourcing, interviewing, narrative development and editing

2



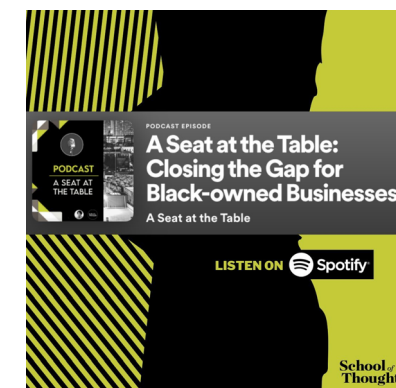
3



"No pride for some of us, without liberation for all of us"
- Marsha P. Johnson



4



Additional writing samples may be found here

