

# MELISSA MARIE LOPEZ

## EXECUTIVE DIRECTOR

### RESUME

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🌐 LAS CRUCES, NM

### ABOUT ME

Experienced executive with a strong background in healthcare and holistic wellness and a proven record of building organizations from the ground, driving business growth, developing strategic partnerships, and managing complex operational efforts. Documented history of building and leading teams, managing budgets, and implementing effective programs to improve people's lives. Well-versed in financial control, strategic alliance, operational management, and collaborative leadership. Possess a visionary perspective, transforming ideas into actionable efforts. Skilled communicator with exceptional negotiation and interpersonal communication skills. Humble, open-minded, and goal-oriented individual, committed to creating safe, supportive, and collaborative workspaces.

### CORE COMPETENCIES

- Non-Profit Management
- Doula Services
- Reproductive Justice Advocacy
- Budget Management & Forecasting
- Grant Writing & Management
- Partnership Development & Collaboration
- Business Growth & Development
- Holistic Healing & Wellness Practices
- Project Management
- Community Outreach
- Team Management

### SELECTED HIGHLIGHTS

- Established a vital community-based organization for doulas across New Mexico by growing the New Mexico Doula Association (NMDA) as the first Executive Director.
- Increased engagement with stakeholders and donors, and secured \$50K+ in grant funding by executing strategic plans to raise awareness of NMDA's mission and advocacy initiatives.
- Transformed Reclaim Wellness practice to provide full-spectrum doula services, incorporating traditional and evidence-based approaches to support clients during the COVID-19 pandemic.
- Collaborated with healthcare providers at Organ Mountains Family & Women's Health to assist in providing 300+ prenatal clinic hours and 70 postpartum clinic hours.

### PROFESSIONAL EXPERIENCE

#### NEW MEXICO DOULA ASSOCIATION LAS CRUCES, NM | 2020 – CURRENT

##### EXECUTIVE DIRECTOR

- Spearhead the growth of the New Mexico Doula Association (NMDA) as the first Executive Director, leading to the establishment of a vital community-based organization for doulas across New Mexico.
- Advocated for birth and reproductive justice movements, resulting in policies and systemic changes that protect reproductive health and minimize maternal morbidity, specifically for black and indigenous individuals.
- Championed advocacy efforts for policies supporting doulas, resulting in the establishment of living wage and safe, dignified workspaces that prioritize collaboration and integration of care.
- Developed and executed strategic plans to raise awareness of NMDA's mission and advocacy initiatives, leading to increased engagement with stakeholders and donors, and securing \$50K+ in grant funding.
- Fostered key partnerships, including healthcare providers, community organizations, and government officials.

#### LAS CRUCES DOULA, LLC LAS CRUCES, NM | 2020 – CURRENT

##### GENERAL MANAGER | FOUNDER

- Pivoted Reclaim Wellness practice to provide full-spectrum doula services, incorporating traditional and evidence-based approaches to support clients during the COVID-19 pandemic.
- Expanded practice to a team of four doulas, each offering unique abilities and collective services, including Certified Lactation Counselor services, placenta services, reiki, hypnotherapy, essential oils, and herbs.
- Offered services to self-pay clients and grant-funded clients through the New Mexico Doula Association, providing flexible payment options, including sliding scale, payment plans, and trade/barter arrangements.

## EDUCATION

Master of Business Administration  
**NEW MEXICO STATE UNIVERSITY, LAS CRUCES, NM**

Bachelor of Business Administration, Concentration in Project Management  
**COLORADO TECHNICAL UNIVERSITY**

### RELEVANT COURSES & TRAINING:

Birth & Postpartum Doula Training, ProDoulas, Alamogordo, NM | Heartsaver First Aid CPR AED, American Heart Association | The Truth About VBAC for Professionals, VBAC Facts | Integrative Resuscitation of the Newborn: Online, Karen Strange, CPM | Neonatal Resuscitation Program, American Academy of Pediatrics | Reproductive Health and the Black Experience, Nneka Hall | Pregnancy & Infant Loss Advocate, Nneka Hall

### CERTIFICATIONS:

Certified Lactation Counselor Training, Healthy Children Project, Online

## COMMUNITY ENGAGEMENT

**Co-Chair:** New Mexico Breastfeeding Task Force: Las Cruces Chapter

**Board Member & Secretary:** Las Cruces Green Chamber of Commerce

**Executive Director:** New Mexico Doula Association

## PROFESSIONAL AFFILIATIONS

The Educated Birth  
Border Area Midwives  
New Mexico Coalition of Midwives  
American Association of Birth Centers  
HypnoBirthing Institute Member

## PROFESSIONAL EXPERIENCE, CONTINUED

### LAS CRUCES DOULA, LLC, CONTINUED

- Provided traditional and evidence-based childbirth education to support understanding of birthing options.
- Supported clients as Master Transpersonal Hypnotist, Labor/Postpartum/Bereavement Doula, HypnoBirthing Certified Educator, and Reiki Master, resulting in positive birth experiences and increased client satisfaction.

### UNM HEALTH SCIENCES CENTER, DEPARTMENT OF FAMILY & COMMUNITY MEDICINE LAS CRUCES, NM | 2022 – CURRENT

PROJECT PARTNER, NMDA COLLABORATIVE PARTNER

- Collaborated with Dr. Pilar Sanjuan from UNM Health Sciences Center on a National Institute of Health Study (Application Number: R01 DA059304-01) titled "Bringing Equity in Healthcare through the Extended Attendance of Risk-reduction Doulas for Perinatal Substance Use Disorder (BEing HEARD)."
- Proposed a project budget of \$3.8M with estimated annual funding of \$80K for five years, with peak funding occurring in years 2-4.
- Tasked with contracting Risk-reduction doulas and community health workers to work with the Milagro Program and UNM for the project, as well as providing ongoing consultation and project support.

### JEANNE STAGNER, CNM, FNP-C LAS CRUCES, NM | 2022 – 2023

PROJECT PARTNER | STUDENT MIDWIFE - APPRENTICE  
OWNER, ORGAN MOUNTAINS FAMILY & WOMEN'S HEALTH

- Partnered with healthcare providers at Organ Mountains Family & Women's Health to assist in providing 300+ prenatal clinic hours, attending 17 birth, and providing 70 postpartum clinic hours, offering charting, lab ordering, and basic billing services to support quality patient care.
- Engaged in clinic care and maintenance, working closely with patients to provide excellent support and build long-lasting relationships.
- Sought to expand knowledge and skills as a student midwife-apprentice, working alongside experienced professionals to enhance expertise in the field of women's health and prenatal care.

### UNITED HEALTHCARE LAS CRUCES, NM | 2022 – 2023

PROJECT PARTNER, NMDA COLLABORATIONS WITH UNITED HEALTHCARE

- Managed and allocated \$200K budget for the New Mexico Doula Association (NMDA), directing service doula funding and certification program design.
- Generated new media opportunities for NMDA by participating in radio interviews on 96.3 News Radio KBOB and securing television and internet media coverage with KREQ TV and Univision, reaching a broad audience and raising awareness about the work of doulas and the NMDA.
- Expanded relationship with United Healthcare by collaborating with the Dine Doula Collective and developing an NMDA-approved full-spectrum doula certification training that reflected New Mexico's reproductive justice.
- Negotiated a contract to train the first ten NMDA doulas with an original curriculum, resulting in expanded training opportunities and increased support for underserved communities.

### ADDITIONAL EXPERIENCE:

**General Manager & Founder** | Reclaim Wellness, LLC | 2016 – 2020

**General Manager & Founder** | Essience Oils NM, LLC | 2016 – 2016

**Contract Administrator, Performance Analyst, Region VII Coordinator & Executive Assistant** | Jacobs Technology

**Project Manager & Facility Security Officer (FSO)** | Mele Associates, Inc.

**FSR Operations Manager, New Equipment Training (NET) Team Lead & Administrative Assistant** | NMSU Physical Science Laboratory

### HONORS & AWARDS:

**Certificate of Appreciation** | New Mexico Breastfeeding Task Force | 2023