

# Serina Payan Hazelwood

Serina has over 20 years of experience creating innovative approaches in the wellness field, leading programs that bring people together using accessible, intersectional modalities. Her methods are rooted in liberation and supported by the pillars of reclamation, ritual, and renewal.



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## PROFESSIONAL EXPERIENCE

**The Institute for Sexuality (ISEE)** Tucson, AZ  
*Holistic Sex Educator* 2018-Present  
*Operations Manager* 2018-Present  
Providing holistic sex education for professionals seeking national accreditation. Managing the implementation of core business models to streamline processes for functionality and efficiency.

**Glendale Community College** Glendale, AZ  
*Marketing and Social Media Coordinator* 2015-2017  
*Adjunct Instructor: Fitness & Wellness* 2013-2017  
*Office Coordinator: CTLE* 2018

### Accomplishments

- 2017 Innovation grant award for adopting new technologies /pedagogies
- Developed wellness classes incorporating holistic approaches to relieving stress and anxiety: guided meditation, drum circles, aromatherapy
- Created "Demos-on-the-Go"; a strategic, portable wellness program to promote awareness of Fitness and Wellness Department offerings

**Brazen Graphix** Phoenix, AZ  
*Owner* 2011-Present  
Providing strategic marketing consultation, graphic design, and branding.

**Athena Expressions** Phoenix, AZ  
*Owner* 2004-2010  
Turn-key marketing consultation studio providing promotional products, graphic design, brand development, and strategic marketing management

**Banner Health Systems** Phoenix, AZ  
*Graphic Artist and Branding Educator* 2000-2003  
**Accomplishments**  
- Healthcare Advertising Gold Winner  
- Healthcare Advertising Silver Winner

**Zila Pharmaceuticals** Phoenix, AZ  
*Marketing Project Manager* 1996-2000  
**Accomplishments**  
-North American product launch of Zilactin Baby and Zilactin Toothache Swabs

## WELLNESS AND COMMUNITY

**Shakti Drummers** Glendale, AZ  
*Drum Circle Leadership Facilitator* 2016-Present  
*Community Organizer*  
Leading experiential music-making circles as a means to create community through bilateral stimulation. Therapeutic and emotional intelligence skill-building for schools, non-profits and businesses to help reduce stress, and create a greater sense of belonging

### Accomplishments

-2016 Facilitating monthly community drum circles at City of Phoenix Parks with 300+ attendance

**Brazen Yoga | Brazen Pleasures** Phoenix, AZ  
*Master Yoga Teacher, 500-ERYT* 2013-Present  
*Yoga Alliance Continuing Education Provider*  
*Certified Holistic Sex Educator*  
Proving wellness workshops incorporating yoga, somatic therapy and other holistic approaches.

**In the RA Fitness Studio** Phoenix, AZ  
*Owner* 2011-2013  
A fitness studio with unique offerings. Catering to non-traditional fitness enthusiasts in a welcoming space.

### Accomplishments

- 2013, ECHO Magazine Community Profile feature
- 2012, Constant Contact All Star Award Winner for "exemplary customer reach and readership"
- 2012, Intuit® Small Business, Big Wishes Recipient
- 2012, AZ Foothills Magazine "8 Healthy Spots" award
- 2012, News segments: Sonoran Living; My Fox Phoenix; EVB Live, and AZ Family News

## EDUCATION / CERTIFICATIONS

- Prescott College, Prescott, Arizona  
Bachelor of Arts, 2020
- Glendale Community College, President's Honor List Associate in Arts, Glendale, Arizona, 2019
- Institute for Sexuality Education and Enlightenment Hartford, Connecticut, 2016-2019
- Drum Circle Leadership Facilitator Training St. Francis University, Loretto PA, 2017
- Master Yoga Teacher, 500-ERYT, YACEP
- Yoga Nidra, Partner Yoga, Venus Code Yoga
- Zumba®, Marathon, Cycling, SilverSneakers®