



Susanna Sung, LCSW-C

Columbia, MD • 443-604-7335 • susanna.s.sung@gmail.com

PROGRAM DIRECTOR - COMMUNICATION STRATEGIST-PSYCHOTHERAPY

- ⦿ Experienced consultant and collaborator who believes in continual growth of people and programs using metrics, feedback, and mentoring. Consulting areas: wellness, mental health, social work, marketing, program and evaluation development, testing and education curriculum, processes and procedures.
- ⦿ Dynamic strategic leader who has created and managed patient recruitment, community engagement and educational programs by building authentic relationships with patient communities and advocacy groups, strategic communication campaigns, and leveraging relationships and political landscapes
- ⦿ Creative and compassionate advocate who has created programs to identify and reduce barriers to accessing mental health research opportunities and to impact mental health inequities in research

CORE COMPETENCIES

- Program Development & Execution • Research & Analysis • Problem Identifier & Solver • Writing & Editing
- Patient Recruitment • Traditional & Social Media • Internal & External Communications • Stakeholder Engagement
- Public Speaking & Training • Assessment Specialist • Crisis Management • Strategic Vision & Leadership
- Policy Writing & Execution • Psychotherapy • Mentoring & Supervision • Community Outreach & Engagement

PROFESSIONAL EXPERIENCE

PSYCHOTHERAPIST, CONSULTANT, FOUNDER (PRIVATE PRACTICE) – *Thrive Fully LLC* 2025-Present, Columbia, MD
Provide outpatient individual and group therapy to adults in Maryland, Florida, and South Carolina. Provide crisis support to organizations and employees affected by a disruptive workplace event and to foreign bureau correspondents. Provide program development, evaluation development, and political campaign management consultation. Provide comprehensive marketing campaigns and materials development including copy writing, graphic design, advertising, social media, and outreach campaigns, and web development.

PUBLIC SPEAKER, INSTRUCTOR & TRAINER – *Thrive Fully LLC* 2016 – Present, Nationwide
National speaker at conferences and workshops, ranging from one-hour to full-day. Keynote speaker at both inaugural and second national Mental Health Marketing Conference and NASW-DC. Provide social work, mental health, wellness, marketing, ethics, and patient recruitment trainings and continuing education workshops at University of Maryland, Baltimore, NASW chapters, Public Responsibility in Medicine and Research, American University, University of Pennsylvania, national conferences, local governments, school systems, and others. Create curriculum and teach licensed professionals.

EXAM DEVELOPMENT CONSULTANT – *Association of Social Work Boards* 2001- Present; Culpeper, VA
Develop test questions for national licensing board exams for social work profession in the U.S. and Canada. Serve as subject matter expert to review and revise test questions and test forms to ensure criticality, currency of practice, and legal defensibility. Selected to serve as Item Development Consultant to develop and train item writers. Provide consultation for media relations, public relations, and crisis communication management.

DIRECTOR, MARKETING & COMMUNITY RELATIONS – *National Institute of Mental Health* 2000-April 2025, Bethesda, MD
Created, led, and managed patient recruitment and outreach program to include needs assessment, identifying stakeholders, planning, budgeting, materials development (messaging/copywriting, print, outdoor, and

social/digital ads, brochures, direct mail, videos, podcasts, etc), media pitches, community engagement, implementation, and post-launch evaluation. Analyze and evaluate effectiveness of recruitment operations for over 120 clinical protocols. Conducted research as an Associate Investigator.

Select Accomplishments:

- Mental health marketing and research recruitment thought leader: developed a marketing and community relations model replicated by others and served as best practices consultant. Developed engagement model to continuously adapt to new technologies and trends using innovative thinking, educated calculated risks, and proactive monitoring and adjustment.
- Collaborated and created consensus with multiple cross-functional departments to create new programs including identifying and solving barriers for underserved communities to access and remain in research to address health disparities, mental health warm-line, wellness programming, animated graphic videos, etc.
- Evaluate operational processes for efficiencies, providing solutions to increase effectiveness and value, including: Identified problems and created solutions for procurement processes, patient travel regulations, IRB review processes, credentialing, onboarding, professional development and training, hospital administration, web migration and usability, and others
- Created Standard Operating Procedures/workflows to operationalize/implement programs and functions
- Developed and led clinical trainings, professional development workshops, and general public educational programming for internal and external stakeholders
- Liaison for Congressional data calls and visits
- Selected to work on various diversity and inclusion initiatives within NIMH
- Reviewed, rated, and awarded proposals for grant funding
- Developed wellness programming for National Institute of Health community

PREVIOUS POSITIONS as **PRIVATE PRACTICE PSYCHOTHERAPIST** at *Psychiatric Specialty Center*, **CLINICAL SOCIAL WORKER** at *University of Maryland Drug Treatment Program*, **CLINICAL SOCIAL WORKER** at *National Institute of Drug Abuse*, **TEAM PSYCHOTHERAPIST** at *Villa Maria Residential Treatment Center*, and **STAFF THERAPIST** at *Drenk Mental Health Center*.

LEADERSHIP EXPERIENCE

NATIONAL CENTER FOR INTERSTATE COMPACTS, THE COUNCIL OF STATE GOVERNMENTS 2021-2023, DC
Appointed to Social Work Compact Technical Assistance Group to work on portability for licensed social workers. Identified current challenges and potential solutions to develop an interstate compact that has passed in 28 state legislatures to date with additional states pending.

PREVIOUS EXPERIENCE as **VICE PRESIDENT OF BOARD**, at *Howard County Mental Health Authority*, **MENTAL HEALTH & SUBSTANCE USE LIAISON** at *Kennedy Krieger Early Head Start Program*, **AWARD-WINNING MENTOR** at *National Institute of Mental Health, Syracuse University & University of Pennsylvania*.

EDUCATION

CERTIFICATE: AI AND CAREER DEVELOPMENT – <i>University of Maryland</i>	College Park, MD
CERTIFICATE: AI ESSENTIALS – <i>Saïd Business School, University of Oxford</i>	Oxford, England
CERTIFICATE: MENTAL HEALTH & WELLNESS IN THE WORKPLACE – <i>University of South Florida</i>	Tampa, FL
MASTER OF SOCIAL WORK – <i>University of Pennsylvania</i>	Philadelphia, PA
BACHELOR OF ARTS IN PSYCHOLOGY & MAGAZINE JOURNALISM – <i>Syracuse University</i>	Syracuse, NY