

Krista J. Essler, LAc, BAE

Healthcare Experience

Owner, Essler Wellness 2006 - Present Ridgefield Park, NJ

- Private Holistic Healthcare practice focusing on improving patient health and quality of life.
- Multiple-modality consultant for Health Care Professionals on treatment plans and case management.
- Authoring of educational materials on diet therapy for indications such as food allergies.
- Design, maintain, and promote 8FoodAllergensFreeDelicious.com to educate public on multiple food allergies and food sensitivities by addressing subjects such as nutritional guidelines, social challenges, and original recipes.
- Bookkeeping and financial management.
- Marketing of website through direct mass mail marketing to Allergy Specialists and social media.
- Designed business cards; Photographed products for website and blog.

Owner, Appalachian Wellness & Preventive Health 2003 – 2006 Boone, NC

- Private Holistic Healthcare practice incorporating alternative and complementary therapies.
- Under my management of the clinic, patient satisfaction and treatment success increased considerably.
- Effectively interpreted hair mineral analysis data to counsel patients on nutrition resulting in significantly improved health and lose weight; Average weight loss of 35 pounds in 6 months.
- Successful management of pain due to sciatica with a 6 week protocol of Acupuncture in combination educating patients on yoga-like stretches.
- Helped with pain reduction for arthritic patients by providing a combination of Acupuncture, Nutritional supplementation, and detoxification of heavy metals discovered through hair mineral analysis.
- Successfully treated patient with multiple personality disorder. Consolidation of 9 of 12 personalities in 3 treatments. Total integration within 8 months.
- Marketed own label of therapeutic essential oils, single notes and blends, through monthly educational workshops, using originally designed education materials.
- Invited to write, and compensated for, articles on health-related subjects by local magazines and newspapers.
- Budgeting of financial resources for growth and bookkeeping.

Acupuncturist, Serenity Day Spa 2006 Banner Elk, NC

- Performed Cosmetic Acupuncture for wrinkle reduction.

Owner, Aromasolare 2003 New York, NY

- Developed aroma-therapeutic creams and lotions or skin care and pain management.
- Organized and performed test marketing.
- Completed cost analysis of proposed products to determine profit margin.
- Worked with consultants regarding FDA requirements and product appearance.
- Designed brochure and marketing materials.

Educator, Ryan Chelsea Clinton Center 2003 New York, NY

- Developed and taught a six-week Aromatherapy program to HIV+ and HIV-at-risk patients. Workshops included potpourri, window-sill garden, cooking, and therapeutic oil blends for diffusion and application.

Owner, LGS Acupuncture 2002 – 2003 Brooklyn, NY

- Private Holistic Healthcare practice incorporating alternative and complementary therapies in cooperation with a Chiropractor and Physical Therapist.
- Effectively promoted re-growth of hair and regeneration of healthy skin in a 20 year old male with administration of Homeopathic remedy and a custom therapeutic blend of essential oils over a 7 month period.
- Successful treatments for smoking cessation with Acupuncture and patient education.
- Created medical billing invoices, tracked payments to resolution, and bookkeeping activities.

Chief Acupuncturist, The Corsello Center 2001 - 2002 New York, NY

- Team member in a Holistic Healthcare practice incorporating alternative and complementary therapies in an integrative medical facility. Staff also included general-practice and specialist Medical Doctors, a Psychotherapist, and an Exercise Therapist.
- Application of Homeopathic remedies through psychoanalysis to assist patient to move forward in healing process. As a result, the patient improved greatly in health and appearance and had significant weight loss.

Chief Acupuncturist, Mezzanine Spa 2001 – 2002 New York, NY

- Effective treatment of post-traumatic stress disorder for 9/11 victims resulting in ability to release emotions, experience restful sleep and quell anxiety.
- Cosmetic Acupuncture, microdermabrasion, AVEDA spa training.

Acupuncture Intern, HealthSouth Rehabilitation Hospital 2001 Albuquerque, NM

- One of eight students selected to participate in an integrative medicine program helping individuals recover from physical limitations due to illness or injury using Acupuncture and Traditional Chinese Medicine.

Owner, 7 Lotus 1998 - 2001 Albuquerque, NM

- Herbal body wraps, Reflexology, Acupressure facials, Aromatherapy.
- E-commerce of Young Living therapeutic Essential Oils and products.
- Designed website for e-commerce and promotion of services.

Health Consultant, Community Chiropractic 1997 - Present Brooklyn, NY

- Provide insight for difficult patient cases involving homeopathic treatment; recommended successful remedy.
- Contribute to treatment options, suggesting specific acupuncture protocols and dietary changes.

Healthcare Education

Master of Chinese Medicine, International Institute of Chinese Medicine

1998 – 2001 Albuquerque, NM

- Comprehensive program in all aspects of Chinese Medicine including Acupuncture, Herbs, Food Therapy, Qi Gong, and Tui Na.
- Completed the four-year program in three years.
- Student body treasurer for two years.
- Presented original spoken word performance accompanied by music at graduation ceremony.

Certificate in Classical Homeopathy, New York Chiropractic College

1996 – 1998 Levittown, NY

- Received top honors in second year via presentation of the first volume of George Vithoulkas' Materia Medica.
- Became skilled at different aspects of differentiation and diagnosis in the treatment of patients using homeopathically prepared remedies.

Continuing Education

July 2012 Sponsored by Acufree.com, Inc.	Healing with Food	Online course 15 CEUs
October 2011 Sponsored by Atlantic Health System 6 CEUs	Integrative Neurology: Expanding Options Patients	Morristown, NJ
June 2011 Sponsored by Options for Wellness, Inc.; Presented by Giovanni Maciocia	Male Disorders	Online course 15 CEUs
June 2011 Sponsored by Acufree.com, Inc.	Ethics for Acupuncturists and Health Professionals	Online course 5 CEUs
January 2011 Sponsored by Metagenics; Presented by Jeffrey S Bland, PhD	Clinical Breakthrough: the Toxicity-Chronic Disease Connection	NY, NY 4.5 CEUs
April 2009 Sponsored by Options for Wellness, Inc.	Nutrition in Traditional Chinese Medicine	Online course 8 CEUs
April 2009 Sponsored by Options for Wellness, Inc.; Presented by Giovanni Maciocia	Advanced Tongue Diagnosis in Chinese Medicine	Online course 8 CEUs
March 2009 Sponsored by Acufree.com, Inc.	Sleep Apnea in Insomnia, ADHA and Obesity	Online course 15 CEUs
March 2009 Sponsored by Acufree.com, Inc.	Ethics for Acupuncturists	Online course 4 CEUs
April 2008 Sponsored by Metagenics; Presented by Jeffrey S Bland, PhD	Emerging Therapeutic Target: Intersection of Inflammatory Diseases	NY, NY 6 CEUs
October 2007 Sponsored by Metagenics	First Line Therapy Certification Course	New York, NY 28 hours
October 2007 Sponsored by Golden Flower Chinese Herbs; Presented by Dr. Kirsti Reed	Weight Loss & Oriental Medicine	Hartford, CT 7 CEUs
September 2007 Sponsored by Metagenics; Presented Jay Lombard, DO	The Depression Pandemic	New York, NY 6 CEUs
April 2007 Sponsored by Metagenics; Presented by Jeffrey S Bland, PhD	Beyond Metabolic Syndrome	New York, NY 6 CEUs
February 2006 Sponsored by Apex Energetics	Functional Endocrinology	Charlotte, NC 15 CEUs
August 2005 Sponsored by the North Carolina Association of Acupuncture and Oriental Medicine	Panel Discussion on Ethics	Charlotte, NC 4 CEUs
May 2005 Sponsored by the North Carolina Association of Acupuncture and Oriental Medicine	Case Consultation on Depression	Charlotte, NC 2 CEUs
May 2005 Sponsored by the North Carolina Association of Acupuncture and Oriental Medicine	Electro-Acupuncture	Charlotte, NC 2 CEUs
April 2005 Sponsored by the North Carolina Association of Acupuncture and Oriental Medicine	Infertility Workshop	Charlotte, NC 2 CEUs
April 2005 Sponsored by the North Carolina Association of Acupuncture and Oriental Medicine	Introduction to Laser Treatments	Charlotte, NC 2 CEUs
April 2005 Sponsored by Blue Poppy Institute; Presented by Bob Flaws	The Three Main Mechanisms of Mental-Emotional Disorders	Online course 1 CEU

April 2005	Successful Treatments of Eczema	Online course
Sponsored by Blue Poppy Institute; Presented by Bob Flaws		1 CEU
April 2005	Herbal Energetics & Men's Health	Chapel Hill, NC
Sponsored by Golden Flower Chinese Herbs; Presented by Sean Tuten		7.5 CEUs
March 2005	Case Consultation on Arthritis	Charlotte, NC
Sponsored by the North Carolina Association of Acupuncture and Oriental Medicine		2 CEUs
January 2004	The Advanced Balance Method of Acupuncture	Albuquerque, NM
Sponsored by Oriental Medical Arts		21 CEUs
2000-2001	Level One Aromatherapy	Albuquerque, NM
Personal training by Peggy Langenwaller, Young Living's top Level One trainer		at that time
1996-1997	Reiki Master	50+ contact hours
Personal training with Ellie Crystal		Brooklyn, NY

Engineering and Design Experience

Owner, By Design	2006	Boone, NC
<ul style="list-style-type: none"> ▪ Providing Lighting design services coupled with Interior design. ▪ Creating construction-ready drawings in AutoCAD. ▪ Composing fixture and furniture specifications. 		
Owner, Drawing on Experience	1997 - 1998	Albuquerque, NM
<ul style="list-style-type: none"> ▪ Provided AutoCAD Design services for private Residential clients as well as Architecture and Engineering Firms. 		
Engineer, PRK Associates	1995 - 1997	New York, NY
<ul style="list-style-type: none"> ▪ Collaborated with team members to design critical power systems to protect against data loss for financial clients such as New York Stock Exchange and Merrill Lynch. ▪ Participated in quarterly performance capacity testing of said systems to identify potential problems and system weaknesses. ▪ Wrote reports for site managers communicating the results of quarterly tests including details of solutions and possible upgrades to prevent future occurrences. ▪ Created templates for reports tailored to individual clients' specific site and informational needs. 		
Designer, David A Mintz Associates	1991 - 1995	New York, NY
<ul style="list-style-type: none"> ▪ Designed lighting systems for national department store chain employing both AutoCAD and hand drafting skills. ▪ Adjusted lighting fixtures in the field and compiled as-built and punch list information. ▪ Composed fixture specifications. 		
Engineering Intern, Enteg, Inc	1991	Irvine, CA
<ul style="list-style-type: none"> ▪ Established lighting design criteria to establish a lighting practice within the existing company. ▪ Performed calculation and created working drawings for the design of both electrical and lighting systems of CA Air Force bases and Disneyland. 		
Engineering Intern, PWI Associates	1989 - 1990	Philadelphia, PA
<ul style="list-style-type: none"> ▪ Constructed Architectural mock-ups of lighting scenarios. ▪ Inspected on-site progress of Electrical, Lighting and HVAC systems for Philadelphia Children's Hospital and meridian Bank projects. ▪ Performed calculation and created working drawings for the design of both electrical and lighting systems of Pennsylvania Bell Tower and Trump's Taj Mahal. 		

Engineering Intern, PA Department of Transportation Summers 1986 & 1988 Allentown, PA

- Surveyed and reported upon the condition of road surface, guiderail, and drainage systems of state maintained roadways.

Engineering Education

Critical Power Systems, University of Wisconsin 1995 Madison, WI

- Acquired knowledge on the design, maintenance, and testing of critical power systems for utilization in data center operation.

Bachelor of Architectural Engineering, Penn State University 1986 - 1991 State College, PA

- An advanced five-year degree covering all aspects of construction including foundations, structures, and building systems such as electric, HVAC, lighting, plumbing, and acoustics.
- Top program in the country at the time of enrollment and graduation.
- Cooperative internships with Engineering firms in Philadelphia, PA and Irvine, CA.

Civil Engineering and Architecture, Leeds University 1989 Leeds, England

- Study abroad program in Architecture and Civil Engineering at Leeds University, the top Civil Engineering school in Europe at that time.

Other Work Experience

Volunteer, Hidaya School 2011 Teaneck, NJ

- Organize and scan classroom and administrative documentation.
- Prepare student database.

Marketing Consultant, Various Businesses 2010 - Present Ridgefield Park, NJ

- Provided creative, alternative ideas in marketing of original hand crafted designs for artists and small business owners.
- Product types include jewelry, paintings, prints, and garments.

Executive Assistant, AVERA Global Strategies 2009 - Present Bloomfield, NJ

- Create and update databases to assist in production of presentation materials.
- Edit documents in Word and Power Point.
- Organize and file.
- Manage financial payments.

Administrator, Math Power Tutoring 2007 - Present Ridgefield Park, NJ

- Responsible for bookkeeping and bill creation; Oversee client payment resolution.
- Generated and maintained contact database; Generated database for mass mailing campaign.
- Designed and sent postcard ads for mass mailing campaign; Managed print media advertising.

Executive Assistant, International Lights 2006 - 2007 New York, NY

- Assisted company president in sales and marketing capacity.
- Fielded questions from designers regarding technical and aesthetic aspects of represented lighting products; answering up to 50 emails and phone calls daily.
- Interfaced with manufacturers for customization of fixtures to suit specific architectural needs.
- Scheduled and managed marketing meetings with clients to increase sales.

Lecturer, Caldwell Community College 2006 Boone, NC

- Explained the fundamentals of Aromatherapy and applications to Massage Therapy students.

Professor, Wilkes Community College 2006 Wilkesboro, NC

- Lectured on Remedial Mathematics to Liberal Arts students and Algebra & Trigonometry to Science and Engineering students.

- Lecturer, Schuylkill Institute of Business and Technology** 2005 Pottsville, PA
- Explained the fundamentals of Acupuncture and its application to Massage Therapy students.
- Lecturer, The Quilt Gathering** 2005 West Jefferson, NC
- Instructed students of varying skill levels in construction methods for efficient quilt top piecing on original pattern, "Moroccan Nights."
- Lecturer, Earthfare Healthy Supermarket** 2004 - 2005 Boone, NC
- Presented six bimonthly seminars on Acupuncture as part of a Community Education Outreach on the benefits of Acupuncture in the treatment of assorted ailments.
- Lecturer, The Quilt Shop** 2004 Boone, NC
- Demonstrated techniques in hand-dyeing fabrics for varied effects & color using small containers.
- Lecturer, Watauga County Library** 2003 - 2006 Boone, NC
- Presented a Power Point lecture series on the healing benefits of Alternative Health modalities.
- Owner, Grandma's Cookies** 1999 Albuquerque, NM
- Sold and baked over 300 dozen cookies.
 - Marketed to local businesses and through door-to-door sales.
 - Designed packaging and promotional materials.
 - Performed item cost analysis.
- Costume Designer, Renaissance Goddess** 1993 - 1994 New York, NY
- Designed and fabricated costumes for independent film makers.
 - Achievements include boot making and angel wing construction.
- Cashier, Giant Grocery Store** 1984 - 1986 Pottsville, PA
- Assisted customers with item location.
 - Responsible for cash, check, and food stamp transactions.
- Supervisor, Department of Recreation** 1984 Pottsville, PA
- Organized sports, arts & crafts, and field trip activities for children ages 6 through 12.
 - Responsible for 20 children at two separate playgrounds.
- Kit Tester/Sample Maker, Dimensions** 1971 - 1972 Reading, PA
- Tested kits for accuracy of instructions and abundance of materials. Final product was photographed for packaging of final retail product.

Other Education

- Weaving, The Weaving Hand** 2008 Brooklyn, NY
- Learned various aspects of planning a project for weaving on a loom.
 - Products include scarf, handbag, and tapestry integrating fabric-printed photos and macramé.
- Mathematics graduate-level coursework, Appalachian State University**
- 2005 Boone, NC
- Mathematical Application in Quilting. Designed five, and constructed two quilts whose color and design were based on the Fibonacci sequence, using hand-dyed fabrics.
 - Interpreting the Five Regular Solids. Created five fabric sculptures, using hand-dyed fabrics; extrapolating the structure and design from the philosophies of Hippocrates and Plato.
- Beginning Quilting, The Quilt Shop** 2004 Boone, NC
- Constructed three beginning level 36" x 36" wall hangings utilizing the techniques of strip quilting, and machine piecing. Top-stitch quilting completed using both hand-sewing and free-motion embroidery on machine.

<i>Basketry, Craft Development Center of Appalachian State</i>	2003	Boone, NC
<ul style="list-style-type: none"> ▪ Progressed quickly to advanced basket-making techniques to create both cat-head and Appalachian-egg baskets. 		
<i>Shoe Construction Workshop, American Craft Museum</i>	2002	New York, NY
<ul style="list-style-type: none"> ▪ Acquired pattern making and construction techniques in the design of a simple shoe. 		
<i>Patternmaking and Draping, Fashion Institute of Technology</i>	1991 – 1992	New York, NY
<ul style="list-style-type: none"> ▪ Acquired skills in fashion model illustration. ▪ Designing fashions through draping fabric on dress forms and creating patterns from the results. 		
<i>Architectural Rendering and Drafting, Parsons School of Design</i>	1991 – 1992	New York, NY
<ul style="list-style-type: none"> ▪ Hand-drafting and quick presentation marker rendering techniques. 		
<i>Arts and Literature, Schuylkill County Arts Council</i>	1980 - 1986	Pottsville, PA
<ul style="list-style-type: none"> ▪ Participated in poetry workshop developed for local students excelling in the arts. ▪ Acquired skills in pottery, including hand-building and Raku firing. ▪ Learned properties of different tools and materials for woodcarving. 		
<i>Art Student, Pottsville Area High School</i>	1983 - 1986	Pottsville, PA
<ul style="list-style-type: none"> ▪ Took various art classes: Drawing, Jewelry, Crafts, Photography, Printmaking, Painting, and Pottery. 		

Certifications and Licenses

<i>New Jersey State Acupuncture License</i>	25MZ00061800	2008
<i>Rhode Island State Doctor of Acupuncture License</i>	DA00332	2008
<i>First Line Therapy Councilor Certification</i>		2007
<i>North Carolina Acupuncture License</i>	#252	2003
<i>New York Acupuncture License</i>	#1883	2001
<i>NCCAOM Diplomate in Acupuncture</i>	#016433	2001
<i>NCCAOM Clean Needle Certification</i>		2000
<i>Engineer in Training Certificate</i>	ID#167000222	1995
<i>Magnetic Healing</i>		1998
<i>Reiki Mastership</i>		1997

Professional Associations

<i>Member, Toastmasters International</i>	2006
<i>Treasurer, North Carolina Association of Acupuncture & Oriental Medicine</i>	2005 - 2006
<i>Member, Common Ground, Traditional and Complementary Approaches to Health</i>	2003 - 2006
<i>Treasurer, International Institute of Chinese Medicine Student Body</i>	1999 - 2001
<i>Member, International Association of Lighting Designers</i>	1992 - 1995
<i>Member, Student Society of Architectural Engineers</i>	1987 - 1991

Design Recognition

- Quilting, Juried Exhibitor** 2005 Boone, NC
- Designed and fabricated two quilts with hand-dyed fabric based on the Fibonacci sequence which were displayed at the exhibit celebrating the grand opening of the Turchin Gallery's new architectural addition.
- Jewelry, Governor's Award for Art & Design** 1986 Harrisburg, PA
- Designed and fabricated silver and black obsidian broche using plate and wire soldering techniques.
- Sculpture, Schuylkill County Council for the Arts** 1985 Pottsville, PA
- Designed and fabricated sculpture inspired by an exchange with Tyler Art School and Pottsville Area High School, which resulted in a joint exhibition.
- Needlepoint, Schuylkill County Fair** 1972 Pottsville, PA
- Received second place for outstanding workmanship in the completion of variable-stitch needlepoint kit.

Radio and Television Appearances

- Acupuncture & Alternative Medicine, Morning Show** (WECR-FM) October 2003
- The Benefits of Cosmetic Acupuncture, Living Better** (NBC) January & October 2002

Publications

- Recreating the Healthy You** All About Women Magazine June 2006
- Investing in Your Health** All About Women Magazine April 2006
- Keep Your Resolutions** All About Women Magazine February 2006
- Insight into Acupuncture** (interview) Watauga Democrat February 2006
- Nutrition: Give to Your Body** All About Women Magazine Winter 2005
- Acupuncture: How It's Done** The Village Idiot December 2005
- Menopause, a Healthy Transition** All About Women Magazine Autumn 2005
- Acupuncture and Arthritis** Watauga Democrat February 8, 2005
- Health, Beauty, Rejuvenation** Healings Spring 2004
- Treating Winter Ailments** Healings Winter 2004
- The Basics of Acupuncture** Healings Autumn 2003
- The Therapeutic Value of Essential Oils** ME! Magazine August 2001
- Cleansing from the Inside Out** ME! Magazine Premier Issue, April 2001