

GENESIS GUILLORY

Clinical Herbalist | Wellness Educator | Medicinal Herb Grower

301-532-7332 | GenesisLeVG@gmail.com

PROFESSIONAL SUMMARY

Clinical Herbalist with over 15 years of hands-on experience in plant-based wellness, medicinal herb preparation, and client education. Skilled in formulating teas, tinctures, oils, and herbal infusions using low-intervention, plant-based methods.

Experienced in building and managing a wellness-based business, developing structured programs, and working with diverse populations including youth and families. Brings additional experience in digital marketing and social media, supporting brand visibility and audience growth.

Focused on developing a small-scale medicinal herb operation rooted in consistency, land respect, and practical production.

CORE SKILLS

- Medicinal herb usage and preparation
- Herbal product formulation (teas, tinctures, oils)
- Foundational plant knowledge and seasonal awareness
- Small-scale herb cultivation (developing)
- Wellness education and structured teaching
- Program development and facilitation
- Social media marketing and digital promotion
- Business ownership and self-management

TARGET CROPS

Calendula, Lemon Balm, Peppermint, Chamomile, Mullein, Tulsi (Holy Basil)

PROFESSIONAL EXPERIENCE

Clinical Herbalist & Founder

Copper & Honey Apothecary | Feb 2022 – Present

- Develop and produce herbal products including teas, tinctures, oils, and infusions
- Maintain consistency in preparation methods and product quality
- Work directly with plant-based materials and natural remedies
- Educate clients on proper herbal use and lifestyle adjustments
- Manage business operations, inventory, and product development

Founder & Lead Teen Wellness Coach

Copper & Honey Holistic Academy | May 2011 – Present

- Deliver structured coaching programs focused on emotional regulation and discipline
- Develop curriculum and maintain consistent program delivery
- Work with families, schools, and youth programs
- Facilitate both individual and group sessions

Wellness Coach & Program Facilitator (Contract)

Lead 4 Life | Mar 2012 – Present

- Facilitate structured sessions for at-risk youth
- Support behavior change through consistent coaching methods
- Follow program requirements and maintain accountability standards

Digital Content Creator & Social Media Educator

Independent | Ongoing

- Build and manage educational platforms focused on herbalism and wellness
- Create consistent, structured content for audience engagement
- Support visibility and marketing for wellness-based services

EDUCATION & TRAINING

The Herbal Academy of New England

Clinical Herbalism Program | 2011 – 2012

Fabulous Body Inc.

Certificate in Nutrition Science | Jan 2024 – Oct 2024

Breath is Life | Life Awareness Project

Pranayama & Breathwork Certification | Aug 2023 – Nov 2024

National Academy of Sports Medicine (NASM)

Certified Personal Trainer | Women's Fitness Specialist | Sep 2024 – Apr 2025

Dr. Karen E. Wells (CTAA & IHTCP Accredited)

Hypnotherapy Certification | Sep 2019 – Sep 2020

References available upon request