

Jason Towler

Certified Trauma-Informed Coach | Student Engagement Council | BA Substance Abuse Counseling (Dec 2025) | Alpha Sigma Lambda | Recovery & Trauma Support Advocate

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Professional Summary

Mission-driven human services professional and veteran advocate with 15+ years of leadership in customer service, community outreach, and peer-based recovery support. Certified Trauma-Informed Coach with 30+ additional certifications, leveraging lived experience to deliver culturally responsive, trauma-informed care that drives measurable improvements in client outcomes and expands access to mental health and substance use resources. Proven ability to lead equity-focused initiatives, mentor peers, and foster inclusive environments rooted in dignity, hope, and strategic vision. Skilled in somatic and nervous system-informed approaches, boundary setting, and co-regulation to support client safety and autonomy. Currently pursuing a B.A. in Human Services (Substance Abuse Counseling, Dec 2025) to deepen my impact. Eager to join a mission-driven organization where values-based service and results-oriented leadership empower individuals and communities to thrive.

Willing to relocate: Anywhere

Authorized to work in the US for any employer

Work Experience

Student Engagement Council Member (Remote)

Southern New Hampshire University, Global Campus-Remote, NH

February 2025 to Present

- Lead student-led initiatives to advance diversity, equity, inclusion, and belonging (DEIB) within virtual higher education environments.
- Provide strategic feedback to university leadership to improve student support services, care systems, and accessibility for diverse and nontraditional learners.
- Collaborate with cross-functional teams (student services, academic advisors, DEIB staff) to strengthen student connection and resource navigation across online platforms.
- Design and implement culturally responsive engagement strategies that promote psychological safety, peer support, and community building.
- Track participation metrics, student engagement trends, and student needs to drive data-informed improvements in virtual student services and programming.

Human Services Student (B.A., Substance Abuse Counseling)

Southern New Hampshire University, Global Campus-Remote, NH

January 2023 to Present

- Pursuing a Bachelor of Arts in Human Services with a concentration in Substance Abuse Counseling in a fully asynchronous online program.
- Conduct independent research and critical analysis on addiction recovery models, trauma-informed care, motivational interviewing, harm reduction, and ethical service delivery.
- Collaborate in virtual peer-led projects and discussions, fostering a supportive online learning community.
- Demonstrate leadership and advocacy as a member of Alpha Sigma Lambda Honor Society and the Student Engagement Council.

- Apply client-centered care strategies through effective communication, cultural responsiveness, and ethical, evidence-based practice.

Student Education Consultant (Remote)

Quintessential Health via SNHU Higher Education and Real-world Training Challenge-Remote

March 2025 to May 2025

- Conducted research on culturally responsive, client-centered care strategies within healthcare and behavioral health systems.
- Assessed service gaps across 34 states, identifying populations with limited access to mental health and substance use treatment.
- Co-developed and presented a strategic training plan to enhance fairness, accessibility, and inclusive care delivery within health systems.
- Partnered with peers and professionals to translate academic research into actionable mental health advocacy.
- Demonstrated leadership, adaptability, and intellectual curiosity in supporting recovery-focused, equity-centered service innovation.

Independent Avon Sales Representative

Avon-Joplin, MO

October 2020 to April 2023

- Built trusting client relationships through active listening, ethical marketing, and clear, values-based communication.
- Applied motivational interviewing techniques to support individualized decision-making, goal setting, and consumer empowerment.
- Advocated for inclusive, dignity-driven service aligned with company mission and customer needs.
- Monitored customer needs and follow-ups, ensuring consistent customer satisfaction.
- Created an affirming environment that boosted consumer confidence, retention, and self-efficacy.

Customer Service Representative - Call Center (Remote)

Sitel Group-Remote

January 2021 to November 2021

- Delivered calm, solution-focused customer support in high-volume, remote call center environments using trauma-informed communication.
- Skillfully de-escalated challenging customer interactions while maintaining dignity, trust, and client loyalty.
- Surpassed key performance benchmarks through empathy-driven service strategies.
- Maintained accurate documentation and timely follow-ups to support issue resolution and client satisfaction.
- Demonstrated emotional intelligence, adaptability, and resilience in remote service delivery.

Personal Recovery and Healing

Career Break-Los Angeles, CA

June 2015 to October 2020

- Navigated housing instability and homelessness, demonstrating resilience, adaptability, and problem-solving under pressure across multiple cities.
- Proactively coordinated access to community resources (shelters, food programs, peer support), strengthening advocacy and systems navigation skills.
- Developed advanced empathy, active listening, and nonjudgmental communication by engaging with individuals in crisis and adversity.
- Practiced trauma-informed self-care and relapse prevention, maintaining long-term sobriety through community engagement and structured peer support.
- Informally supported others experiencing homelessness, building peer mentorship skills, trust, and empowerment in high-stress environments.

- Strengthened cultural responsiveness, emotional intelligence, and crisis intervention skills, directly applicable to client advocacy and frontline human services.

Transportation Driver

Green Cab of Madison-Madison, WI

February 2014 to May 2015

- Provided safe, respectful, and timely transportation for a diverse clientele, including individuals with accessibility and health needs, in a high-volume, multi-fare environment.
- Managed multiple passenger fares simultaneously, demonstrating multitasking, route optimization, and real-time problem-solving.
- Built trust and rapport with passengers, ensuring discretion, dignity, and emotional comfort during rides.
- Applied trauma-informed care principles to support riders navigating personal challenges, promoting psychological safety and compassion.
- Maintained professionalism and calm under pressure during high-traffic and late-night shifts, prioritizing passenger safety and conflict resolution.
- Demonstrated organizational skills, adaptability, and independent judgment in dynamic conditions.

Stage Manager and Technician (Volunteer)

StageQ and Mercury (Bartell Community Theater)-Madison, WI

January 2010 to May 2015

- Directed backstage operations for live community theater productions, ensuring seamless coordination and execution under tight timelines.
- Led and mentored volunteer crews with adaptive leadership, resolving challenges with professionalism and collaboration.
- Fostered a values-driven, inclusive production culture and supported mission-aligned performances focused on community storytelling and identity.
- Applied strategic planning, emotional intelligence, and resilience to support diverse teams and audiences.
- Promoted equity, inclusion, and creative expression, ensuring a supportive environment where all voices were respected.

Crowd Control Supervisor

CSC - Contemporary Services Corporation-Madison, WI

July 2011 to February 2015

- Supervised public safety operations at large-scale events, ensuring the safety and well-being of attendees and staff.
- Trained and led event security teams in de-escalation, clear communication, and crisis response strategies.
- Applied trauma-aware approaches to manage volatile situations with empathy and professionalism.
- Enforced safety protocols and ethical oversight to protect community welfare.
- Demonstrated sound judgment, adaptability, and leadership across diverse events and populations.

Volunteer - Distribution Day Support

The River Food Pantry-Madison, WI

October 2013 to December 2014

- Supported setup, organization, and operation of high-volume food distribution, ensuring respectful, efficient, and equitable service delivery for individuals and families facing food insecurity.
- Assisted in packing and distributing food and essential items, maintaining safety, dignity, and a welcoming environment.
- Provided warm, courteous assistance, fostering trust and client-centered care.

- Collaborated with staff and volunteers to manage traffic flow, restock supplies, and maintain order in fast-paced settings.
- Promoted inclusive, culturally sensitive community care.

Usher/Ticket Taker

Madison Mallards Baseball Club-Madison, WI

May 2011 to May 2014

- Welcomed guests, scanned tickets, and guided patrons, ensuring a friendly, organized, and accessible event experience.
- Supported crowd flow and accessibility accommodations to maintain safety and comfort.
- Delivered clear, courteous communication to enhance guest satisfaction and address concerns.
- Monitored sections for safety and policy adherence, escalating concerns to ensure a family-friendly environment.
- Collaborated with event staff during high-attendance games and special events.

Volunteer Fundraising

Wisconsin Public Television (PBS)-Madison, WI

September 2010 to May 2014

- Managed donor calls during live fundraising campaigns, delivering professional, gratitude-centered communication.
- Built rapport with donors from diverse backgrounds, reflecting the station's mission of education and inclusive community engagement.
- Accurately documented donor information and contributions in fast-paced environments.
- Strengthened campaign outcomes through empathy, teamwork, and effective communication.

Claims Processor (FNOL & Claim Status Workgroup)

Allstate Express-Cross Plains, WI

July 2008 to December 2009

- Delivered trauma-aware, empathetic support during first notice of loss (FNOL) calls, ensuring policyholder dignity during crises.
- Balanced procedural accuracy with client-centered care to support efficient claims processing.
- Collaborated across departments for prompt, transparent claims resolution.
- Demonstrated emotional intelligence, adaptability, and ethical decision-making in a high-volume environment.

Customer Service Manager (CSM)

Walmart Store 2335-Madison, WI

July 2004 to October 2008

- Supervised evening operations across departments, ensuring customer satisfaction, safety, and policy compliance.
- Led and coached associates in conflict resolution, ethical decision-making, and high-impact service delivery.
- Resolved escalated concerns with empathy and professionalism, maintaining customer trust.
- Managed cash handling, closing procedures, and store security.
- Cultivated a team-oriented culture rooted in accountability and responsiveness.

Senior Field Sales Representative (Visual Merchandising & Sales Enablement)

Mudd Lyman Set and Service-Madison, WI

May 2005 to April 2008

- Managed a multi-site territory, representing 35 manufacturers within Home Depot locations, improving compliance, visual merchandising, and sales performance.

- Designed and executed accessible, visually engaging product displays to enhance customer experience and drive revenue.
- Trained store associates in upselling, customer engagement, and product expertise.
- Maintained accurate inventory and planogram compliance aligned with corporate standards.
- Recognized as a top-performing representative, considered for district manager promotion before the 2008 downturn.

Education

Bachelor of Arts in Bachelor of Arts in Human Services (Concentration: Substance Abuse Counseling)

Southern New Hampshire University-Remote

January 2023 to Present

Expected December 2025 | GPA: 3.97

- Alpha Sigma Lambda Honor Society: Inducted for academic excellence, leadership, and perseverance as a nontraditional student.
- Student Engagement Council Member: Advocate for student success, equity, and community engagement in a virtual learning environment.
- President's List & 15-Term Honor Roll: Consistently recognized for high academic performance while prioritizing wellness and sustainable progress.

Relevant coursework:

Case Management, Human Services Capstone, Law & Ethics in Human Services, Public Policy & Advocacy, Communication Skills for Human Services, Human Services Organizational Systems, Substance Use Counseling Theory & Practice, Substance Use: Screening to Intervention, Substance Use: Prevention to Recovery, Foundations of Addictions, Pharmacological Factors in Substance Use, Abnormal Psychology, Lifespan Development, Introduction to Psychology, Introduction to Sociology, Sociology of Social Problems, Research Literacy in Social Sciences, Research and Persuasion, Wellness, Perspectives in Humanities, Natural Sciences, Liberal Arts, World Mythology, Success Strategies for Online Learning.

Focus areas: Trauma-informed care, motivational interviewing, harm reduction, continuum of care in substance use recovery, culturally responsive practice, client advocacy, community resource navigation, ethical and evidence-based counseling.

Skills

- De-escalation Techniques (5 years)
- Mental Health Advocacy (4 years)
- Ethical Decision-Making (10+ years)
- Emotional Intelligence (5 years)
- Call Center Communication (3 years)
- Trauma Informed Care (4 years)
- Culturally Responsive Practice (3 years)
- Research Integration (2 years)
- Substance Use Recovery Support (4 years)
- Handling Abusive or Upset Customers (10+ years)
- Rapport Building (10+ years)
- Problem Solving & Troubleshooting (10+ years)
- Strategic Feedback Delivery (3 years)

- Active Listening (10+ years)
- Relapse Prevention Strategies (4 years)
- Creating Positive Customer Experiences (10+ years)
- Empathy-Driven Service (10+ years)
- Conflict Resolution (10+ years)
- Customer Relationship Management (10+ years)
- Remote Client Support (4 years)
- Emotional Intelligence (4 years)
- Motivational Interviewing (3 years)
- Community Engagement Strategies (5 years)
- Time Management (10+ years)
- Collaborative Problem-Solving (10+ years)
- Organizational Skills (10+ years)
- Microsoft Office (10+ years)
- Social Media Strategy (3 years)
- Public Speaking & Group Facilitation (10+ years)
- Extemporaneous Speaking (3 years)
- Crisis Intervention (3 years)
- Peer Support & Mentorship (4 years)
- Case Study Development (2 years)

Languages

- English - Fluent

Links

<https://www.linkedin.com/in/raytowler>

Military Service

Branch: Navy

Service Country: United States

Rank: Airman

June 2001 to May 2002

- Achieved a perfect score (99) on the ASVAB, demonstrating advanced aptitude in problem-solving, critical thinking, and technical domains.
- Stationed at NAS Pensacola before and after 9/11, actively contributing to Operation Noble Eagle in homeland defense and counterterrorism readiness.
- Supported air operations in high-stress, post-9/11 environments, exemplifying resilience, adaptability, and a mission-driven mindset under pressure.
- Trained in counter-terrorism awareness, survival protocols, and emergency preparedness, reinforcing trauma-aware, ethical decision-making and rapid response.

- Cultivated leadership, discipline, and situational awareness, strengthening values-based service, accountability, and team cohesion in demanding circumstances.

Commendations:

Global War on Terrorism Service Medal (GWOT-SM):

- Awarded for support of designated counterterrorism operations following the attacks of September 11, 2001.
- Eligibility: Active duty service for at least 30 consecutive or 60 non-consecutive days in support of Operation Noble Eagle, including homeland defense and airspace security missions within the United States.

Awards

Allstate Good Hands of the Month

October 2008

Recognized for proactive problem-solving, initiative, and outstanding customer service. Honored for resolving complex client issues with care and effectiveness, consistently exceeding expectations to deliver timely, solutions-oriented support. This distinction reflects a dedication to continuous improvement, empathy, and operational excellence.

State FFA Degree (Missouri)

April 2001

Awarded for outstanding achievement in agricultural education, technical expertise in food science, and active leadership within the FFA. Recognized for sustained community engagement, academic performance, and a commitment to the FFA's core values of leadership, personal growth, and career success through agricultural education.

Certifications and Licenses

Certified Trauma-Informed Coach

July 2025 to Present

- Completed Trauma-Informed Coach Certification via Centre for Healing: 10+ modules on trauma neuroscience, memory, identity, relationships, and nervous system regulation .
- Skilled in trauma-responsive techniques—somatic tracking, regulative safety scaffolding, trigger identification, and development of emotional resilience .
- Applied trauma-informed principles (safety, transparency, choice, collaboration, empowerment) to enhance client trust and autonomy .
- Gained competency in trauma-sensitive communication, boundary-setting, and co-regulatory presence to support healthy client-coach dynamics.

Driver's License

Groups

Alpha Sigma Lambda

January 2025 to Present

Inducted into the nation's premier honor society for nontraditional students, recognizing outstanding academic achievement, leadership, and perseverance. Membership is reserved for the top 20% of undergraduate students who demonstrate exceptional performance while balancing significant life responsibilities, such as work, family, and community service.