



CASSANDRA  
MARCELLA  
METZGER

PROFESSIONAL PROFILE

## SUMMARY

**CREATOR** of Wellspring Stones, an online venture designed to help women deal with chronic disease and create a life of ease and joy. Also created and operated nilambu yoga studio for 7 years.

**TEACHER** of yoga and meditation for over since 2003.

**SPEAKER** to convey information in a clear, concise and logical manner on yoga, PBS policy, illness. Offered engaging statements used in UPI, Neurology Now (2x), and for the University of Michigan.

**PRESENTER** for producers/filmmakers on public television funding standards at industry meetings and festivals. Fielded questions to explain complex rules and regulations. Proven ability to deliver intricate concepts and extensive material in an accessible, concise manner.

**WRITER** in many formats including ebooks, newsletters (600+ list), 2 blogs as well as numerous press releases, legislative bulletins, conference brochures, annual reports. Earned a Masters in Writing from Johns Hopkins in 2005 so can also write fiction.

**MARKETER** for trade association and increased advertising sales by over 20% with creation of incentives and improved targeted marketing. Promoted own yoga studio with social media.

## EXPERIENCE

### Founder & Creator

[Wellspring Stones](#)

2015 – Present

Created *Wellspring Stones* - the online oasis if you're living with illness. Wellspring Stones offers practicality, authenticity, sensitivity, validation, clarity and serenity. Everything we do and design heeds the reality of being sick. By featuring literature, Wellspring Stones makes effective Eastern concepts accessible to a wider audience.

- Guided and conceived design and development of extensive online resources.
- Streamlined smart strategies and services to advance lifestyle skills for those living with illness, including upcoming ecourse Stepwell Springs.
- Created offerings that are clear, concise and entertaining including *Revitagrams*™ and *Wellspring Dispatches*™.
- Wrote several ebooks including *How to Negotiate a Truce with Your Body*, *How to Give Yourself a Love Rub* and *101 Sick Things to Know Before You Die*.
- Conceived and established the *How Do You Feel Today Word Cloud*™

Let's Connect on Social Media



## EXPERIENCE

Our mission is to bring you back to being whole, feeling seen and radiating peace. We do this by creating space for change and through understanding the pain and loss illness causes. We want to show you how to make your life easier, how to cultivate resilience, and how to laugh again. We strive to ease your suffering.

### Owner

#### [nilambu: a personal yoga studio](#)

September 2003 – 2010

Owned and operated boutique yoga studio in the Georgetown area of Washington DC.

- Taught and sequenced five to six classes a week.
- Conducted private sessions for clients ranging in age from 17 to 68.
- Guided meditations and offered complementary readings and poetry.
- Created and led yoga nidras (a formula for deep relaxation).
- Developed and offered materials on yogic lifestyle beyond the physical postures.
- Wrote yoga e-newsletter, nilambu notes: stretches for your mind and soul, distributed to nearly 600 subscribers.
- Provided guidance on meditation and life balance, reviews of books and video, event announcements
- Wrote original essays on yoga history, philosophy, customs and culture.

**Registered Yoga Teacher** with the Yoga Alliance since 2003 at 200-hour level and currently working toward 500-hour level. Certified Relax & Renew Restorative Yoga Teacher since 2003. Member of the International Association of Yoga Therapists since 2003.



### Associate Director

#### Public Broadcasting Service

1996 – 2000

Protected noncommercial nature of public television by insuring compliance of funding standards and practices, editorial integrity, copyright assignment, program packaging elements and formats, production costs, E&O insurance, broadcast rights. Reviewed compliance with FCC regulations and PBS policy.

- Oversaw review and approval of standard programming contracts.
- Developed and administered several procedural modifications to improve consistency and fairness.
- Participated in revision of program agreement template as well as overhaul of PBS Producer guidebook.
- Acted as firewall for producers against inappropriate interference by program funders.
- Safeguarded PBS brand and editorial standards with investigation of money sources and assignment of rights.
- Approved funding credits & announcements for program related items such as books and home video.
- Delivered speeches and fielded questions on public television standards at industry meetings and film festivals.

Additional responsibilities added in 1998, promoted in July 1999, awarded bonus for outstanding work in 2000.

## EXPERIENCE

### Publications Manager

American Bankruptcy Institute  
1990 – 1993

- Managed volunteer editorial staff of over 20 people for newsletter production.
- Oversaw design, budget, advertising and distribution. Supervised format redesign.
- Tracked legislation and issued bulletins.
- Coordinated conferences and responsible for site inspections, scheduling, marketing, registration and security.
- Increased advertising sales by over 20% with creation of incentives and improved targeted marketing.

### Legislative Assistant

Congressional Arts Caucus  
1989 – 1990

- Monitored legislation affecting the arts and ducked politicians who made passes.
- Summarized bills and congressional hearings.
- Reported effectively and efficiently on volatile arts agency appropriations debate in wake of Mapplethorpe controversy.

## EDUCATION

### AB History Major

Vassar College  
1984 – 1988

Studied United States history; American and international politics; Congress; media & politics; Greek history & civilization; communism in modern China; Latin American history; history of science, Shakespeare; art history; legal theory; administration of justice; acting and theatre; ballet; synchronized swimming.



### MA in Writing, Fiction

Krieger School of Arts & Sciences at Johns Hopkins University  
2000 – 2005

Studied contemporary American writers; fiction techniques; novel form, style and structure; writing memoir and personal essays; published senior thesis including excerpts from novella *Aporia* and memoir *Inured to the Plow*.

### JD

Washington College of Law at American University  
1992 – 1996

Studied legal history; theories of justice; law & literature; jurisprudence; modern legal theory; legal ethics; international trade in art & cultural heritage; foreign relations; copyright and international copyright law. Also comparative property law; comparative legal history, comparative constitutional law, EU law, and resolving conflicts in Italy through Tulane Law.





## ONLINE COURSES

### B-School

*Marie Forleo*

May - June 2012 | online | 8 weeks

### Rich Happy Hot Live

*Marie Forleo*

October 2012 | Donna Karan's Urban Zen Center  
3 days

### Conscious Business Design

*Racheal Cook*

Spring 2012 | online | 6 weeks

### Get More Clients

*Racheal Cook*

Spring 2016 | online | 4 weeks

### The Copy Cure

*Marie Forleo & Laura Belgray*

July 2015 | online | 4 weeks

### Courses that Convert

*Amy Porterfield*

Spring 2016 | online | 6 weeks

### List Builders Lab

*Amy Porterfield*

Spring 2016 | online | 5 weeks

### Instagram with Intention

*Hilary Rushford*

Spring 2016 | online | 3 weeks

## SPECIALITIES & PASSIONS

**ACTIVIST** and advocate to give voice to the shame and suffering of those who are chronically ill and struggling without help, without resources and without attention.

**YOGINI** to share love and knowledge of yoga and wellness.

**SURVIVOR** of the debilitating illness fibromyalgia since 2000.

**CULTURE VULTURE** and lover of ballet, theater, music, poetry, medieval history, literature (but not opera).

**SPORTS** (when able) I love include biking, rowing, swimming, dancing and tennis.

**HOMEMAKER** knitting, needlepoint, cooking and hosting amazing parties.

