

## Harriet B Morton

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### Profile

33 years as a female solopreneur in the horse business, life coaching and art world including 20 years of starting riding programs such as camps + competitive collegiate and high school teams. Background also includes creating new businesses (branding, ICA, social marketing) as well as building websites using WP/Divi.

Homeschooled daughter for 8 years.

10 years experience in life coaching, mental skills and Oracle Card readings via phone, Skype/Zoom, one on one and groups.

INFP, Leo, 6/2 Orchestrator (Projector)

Core skills include:

Great Listening skills	Creative solutions/problem solving
Teaching skills	Guide and motivator
Intuitive Interpersonal Skills	Accountability monster
Proficient in goal setting	Anxiety deflator
Positive coaching skills	Visionary
Team player	Soul Artist

### Experience

#### CEO, HARRIET B MORTON ART – 2019-PRESENT

- Created new business: Harriet B Morton Art
- Re-designed new website for Harriet B Morton Art
- Created new logos/brand/ICAs for Harriet B Morton Art
- Social Media Marketing for Harriet B Morton, Art
- Started a Blog
- Created Logos for Michelle Griffith, Animal Communicator
- Helped design website for [messagesfromtheridge.com](http://messagesfromtheridge.com)
- Completed/currently enrolled in Marie Forleo Programs: B School, Copy Cure, EIF
- Currently enrolled in Denise Linn's Soul Coaching and Gateway Dreaming
- My Animal As Art Series is featured in Bowie Art Center, Erskine College
- May 2021 Flagstaff Business News: featured art student of Kellie Day

**OWNER, CRICKET HOLLOW – 2014-2019**

- Rebranding of Cricket Hollow Stable + Cricket Hollow Healing
- Facilitated three Live Life In Tye Dye (™) retreats (organized, marketed, lead)
- Building WordPress websites
- Developing online class, webinar
- Created logo + brand + ICA
- Social Media marketing
- Facilitated Equine Gestalt Coaching Method ® sessions
- InVizion ® phone coaching (4 clients for 6 sessions)
- EGCM ® + Ride Right ® goal setting workshop
- Ride Right ® mental skills workshops
- Facilitated Oracle card (Colette Baron-Reid) phone + in person sessions
- Taught college class on horsemanship + leadership skills January 2014-15

**OWNER, CRICKET HOLLOW HEALING – 2012-2014**

- Facilitated 3 EGCM ® workshops for pre-adolescents
- EGCM ® Phone coaching (3 clients for 2 years)
- EGCM ® One on one coaching (5+ clients, numerous sessions)
- Facilitated EGCM ® workshop for Erskine College RA's
- Promotional speaking + demos to market EGCM®
- Weight Release Energetix® Phone coaching (4 clients for 12 weeks)
- Oracle card coaching (phone + in person)
- Planning committee for AAGT Southeast conference
- co-facilitated 6 hour pre-conference Gestalt clinic for AAGT SE Conference
- co-facilitated process group for AAGT SE Conference
- Set up social media

**OWNER/OPERATOR, CRICKET HOLLOW STABLES, ABBEVILLE, SC – 1996-2014**

- Developed and implemented business plan for construction of facilities
- Direct day to day activities of the business to include facilities management
- Manage 24 horses and keep track of each horse's nutritional, farrier and veterinary needs
- Plan, schedule and instruct daily lessons
- Supervise employees and student workers
- Market the business and design the business website
- Organize, manage and host intercollegiate and other horse shows including a yearly Greenwood Humane Society benefit show
- Organize weekly summer and holiday day camps
- Consultant for the Festival of Flowers Horse Show

**DIRECTOR OF RIDING, CAMP ILLAHEE, BREVARD, NC – SUMMERS 2002-2006**

- Interviewed prospective staff
- Managed CHA clinic

- Developed summer riding program
- Supervised lesson instructors and barn staff
- Taught lesson instructors how to teach lessons
- Scheduled riding staff, campers and horses
- Instructed higher levels of riding
- Filled in for barn staff when needed
- Acquired new horses and placed camp horses during off season

**INSTRUCTOR/OPERATOR, GATEWOOD STABLES, GREENWOOD, SC – 1989-1996**

- Developed and marketed business plan
- Directed day to day activities of the business to include facilities and horse management
- Planned, scheduled and instructed daily lessons
- Volunteered to lead and instruct 4-H horse and veterinary clubs
- Organized and instructed summer day camps
- Coached students and their horses at local horse shows on a monthly basis

**ERSKINE COLLEGE EQUESTRIAN COACH, DUE WEST, SC - 1989-2015**

- Developed equestrian club
- Coached team to compete in IHSA
- Assisted club with fundraising projects
- Volunteered horses and time for Council for Exceptional Children field day
- Spoke at club meetings about equine care
- Developed and taught a January term 2007, 2012-2015

**LANDER UNIVERSITY EQUESTRIAN COACH, GREENWOOD, SC - 1999-2007**

- Developed equestrian club
- Coached team to compete in IHSA
- Assisted club with fundraising
- Volunteered horses for Family Day
- Organized and managed intercollegiate regular shows for 5 years and regional championship shows for 3 years

## Education

Erskine College, Due West, SC  
1980-1984

- AB, Biology
- EB Kennedy Scholar
- ODK Scholar
- Erskine scholars program

UGA Veterinary College 1985-1988

## Certifications

- Pressure Proof ® mental skills coach 2014
- Weight Release Energetic ® certified coach 2014
- Equine Gestalt Coaching Method ® Practitioner 2012
- Oracle card reader (Colette Baron Reid) 2016
- CHA Master Instructor 2002
- TTEAM/Ttouch

## Other Courses

- B-School
- Copy Cure
- Soul Coaching and Gateway Dreaming (in progress)
- Kellie Day- Transform Your Art

*References upon request*