

Marty Apodaca, MA, LPCC-S, CCC, NCC

Pronouns: He/Him/His

SUMMARY

- Experienced supervisor of staff, counselors, and student staff; committed to fostering professional growth and student success.
- Adept at community building, forming and maintaining partnerships across the UNM campus community, nationally, and internationally.
- 15 years of service and institutional knowledge of the University of New Mexico community and campus.
- Proven strategic leader with extensive career development experience and the 2024-2025 President of the National Career Development Association.
- Accomplished national and international keynote presenter with over a decade of experience delivering impactful career development and mental health programming.

CAREER AND COUNSELING LICENSES AND CERTIFICATIONS

Clinical Mental Health Counselor, New Mexico

Designated Counseling Supervisor

Certified Career Counselor

National Certified Counselor

College and Career Counseling Applications of the MBTI

Strong Interest Inventory Certification Program

Myers-Briggs Type Indicator Certification Program

License Number: CCMH0207951

January 2024

Certificate Number: CA-8838122869

Certificate Number: 550124

December 2012

December 2012

November 2012

EDUCATION

Master of Arts – Counseling, CACREP Accredited

The University of New Mexico, Albuquerque, NM

- Passed program comprehensive exam with distinction.

July 2014

GPA 4.08

Bachelor of Arts - English

The University of New Mexico, Albuquerque, NM

- Graduated Cum Laude

May 2006

GPA 3.57

PhD Counselor Education Coursework Completed

Supervision of Counseling Services, Consultation, Advanced Theories, Advanced Group Counseling, Teaching, Advanced Seminar in Counseling

UNM CAREER DEVELOPMENT AND COUNSELING EXPERIENCE

Manager of Career Counseling

Office of Career Services

November 2023 - Current

Albuquerque, NM

- Supervise 3 career counseling staff, 3 students, and career counseling interns, providing daily leadership, guidance, and support.
- Provide administrative and clinical supervision, both individually and group consultation, to career counselors and career counseling interns, ensuring ethical best practices are delivered and client needs are met.
- Instituted policy to address client no-show and same-day cancellations, reducing the frequency of both occurrences.
- Updated staff policy on timeliness, working from home agreements, and requesting time off to streamline processes and procedures.
- Collected data from the CDF Team using a staff feedback form, learned about staff burnout and motivating duties, used data for informed decision making when assigning staff duties, creating a more balanced work environment for the CDF Team.
- Review student data collected from the front desk, use data when scheduling Drop-In hours and events, ensuring a high impact delivery of services and greater meeting of student needs.

- Participated in budget review and planning with previous director and other office managers, provided input and feedback regarding budget forecasting, staff raises, and office remodel.
- Led recruitment of new staff, participated in the interview and hiring process, trained and onboarded new staff ensuring that they were ready to start their job duties in a timely manner.
- Run staff meetings in the absence of former and current director, create agenda for meetings, and efficiently go through agenda items while addressing questions from the staff and incorporating their feedback into office planning.
- Worked individually with each member of the CFD Team on setting their PEP goals, ensuring they were relevant and motivational to current position.
- Conduct individual performance evaluations with CDF Team, provide accurate feedback, and appropriate praise when discussing overall performance.
- Run CDF Team meetings, answer questions from staff and provide input and supervision regarding client issues.
- Encourage staff to engage in professional development; registered two staff members and one student staff for the 2025 New Mexico Career Development Association Annual Conference and two staff members for the National Career Development Association Annual Conference.
- 15+ years awareness, knowledge, and practice of serving UNM's multicultural and diverse population through directly working with students and staff on career and mental health needs; able to make appropriate referrals to several campus departments and programs for student advocacy and support.
- Train the CDF Team on new career development services and tools such as the Challenge Card Sort and the Career Myth Cards, leading to a more comprehensive model of serving our clients growing career needs.
- Involved in the creation of our Career Peer Guides, student workers trained to assist undergraduates with basic career needs, leaving the CDF Team more availability to meet with clients and serving a greater number of UNM students.
- Partner with the Employer Relations team for UNM student group collaboration and advertising student events, improving student connection with employers.
- Collaborate with several UNM departments including Accessibility Resource Center, Global Education Office, McNair and ROP, College Enrichment Program, American Indian Student Services, College Enrichment Program, Student Support Services, College Assistant Migrant Program, Anderson School of Management, Student Health and Counseling's Health Promotions Team, The Transfer and Transition Student Center, Project Echo, UNMH School of Medicine Research, and Academic Advising to provide individual programming, presentations, and support for their student and staff population.
- Market CS events by participating in the Events Coordinator Meetings and distributing marketing material to liaisons, boosting visibility of CS events.
- Review marketing material and offer constructive feedback, ensuring our material is timely, accurate, and easily accessible to students and staff.
- Participate in filming and assist with marketing our social media career videos. To date, the three videos have amassed over 5,000 views on Instagram Reels.
- Assist ARC staff in signing Emotional Support Animal requests, ensuring the needs are met for students who live off campus.
- Active engagement with the National Career Development Association, National Association of Colleges and Employers, and the New Mexico Career Development association to stay aware and informed of employment trends and global and national opportunities for students.

Senior Counselor

Student Health and Counseling

April 2020 – November 2023

Albuquerque, NM

- Experience in evaluating the needs of college students in crisis, addressing pertinent issues with clinical decision making, and providing appropriate resources to promote student retention.
- Wrote client notes using an effective DAP format and clearly communicated session notes, resulting in no delays to the billing process.
- Successfully managed a case load of 60-90 clients, performed regular check-ins, and discharged appropriately to open space for new clients.
- Accurately screened for, assessed, diagnosed, and treated a variety of mental health conditions.

- Conducted risk assessment with suicidal clients, evaluated next steps and creating Suicide Prevention Plans when appropriate.
- Scheduled and hosted in-service meetings for staff members to improve skill sets and learn about campus and community resources
- Collaborated with practitioners across the clinic, including medical, case management, and billing to coordinate client care.
- Oversaw the establishment and maintenance of case files, referrals, and other related documents for the treatment of patients, ensuring compliance with established protocols and procedures.

Career Development Facilitator II/Senior

November 2015 – March 2020

Office of Career Services

Albuquerque, NM

- Career Services team lead in working with clients and community members who suffer from mental health and personality disorders.
- Trained and supervised new staff on job duties and knowledge of career development process while fostering professional growth.
- Supervised masters' level counseling interns while providing appropriate feedback regarding clients, adding tasks and clients to their schedule, office expectations, and special projects.
- Explored and addressed the intersection of career and mental health regarding students' career, academic, and personal relationships to encourage student degree pursuit and graduation.
- Lead group supervision for Career Service counselors and counseling interns where client case consultation, treatment, and planning are discussed and addressed with appropriate and timely feedback.
- Authored script, directed, edited, and acted in Career Services' Lobo Orientation Video for incoming freshman.

Career Development Facilitator I

September 2013 – October 2015

Project Assistant

August 2011- August 2013

Career Development Facilitator I

March 2008 – July 2010

Office of Career Services

Albuquerque, NM

- Administered Career Construction Interviews with clients and trained interns and staff on successful implementation of the interview.
- Provided job search information and strategies to students, potential students, alumni, staff, and community members.
- Aided clients in exploring different types of majors and career options.
- Executed and gave feedback and critiques of mock interviews.
- Interpreted results from Myers Briggs Personality Type Indicator and Strong Interest Inventory on an individual and group basis.
- Presented psycho-educational material to UNM groups, UNM Student Affairs staff, students, classes, and members of the community.
- Acted as a liaison between Career Services and the University of New Mexico Ethnic Centers, School of Engineering, College of Education, School of Architecture and Planning, College Enrichment and Outreach Programs, and College of Fine Arts.
- Helped execute School of Architecture and Planning Career Fair by contacting potential employers to attend the career fair and scheduling information sessions for students.

Student Program Advisor

August 2006 – February 2008

College Prep Program

Albuquerque, NM

- Supervised both professional and student staff, signed timesheets, and assigned work roles to ensure smooth day-to-day operations of various college prep programs.
- Oversaw and managed a budget of over \$1M for multiple programs including: Daniel's Fund, Summer Bridge, Hub Cities, LA Works Program, Gear Up, and Honors Camp.
- Supervised and coached a diverse pool of youth ranging from middle to high school on college and career readiness topics.
- Provided academic, financial, career, and personal guidance for Summer Bridge Students.

- Facilitated various workshops for current UNM students, community members, and high school students.
- Responsible for training Educational Mentor Tutors on conduct and expectations.

OTHER RELATED EXPERIENCE

President Elect-Elect / President Elect / President

October 2022 – Current

National Career Development Association

- Oversee an annual budget exceeding \$2.1M, providing financial stewardship for the organization, voting to approve and deny budgetary requests, ensuring successful budgetary accountability for our membership.
- Created the vision for the annual 2025 conference and developed the theme “Autonomy to Change: Evolving and Adapting Career Development in Revolutionary Times.”
- Led a 20-member AI Taskforce to assess career development trends and guide national strategy, resulting in timely resources for our membership and guidance on the ethical usage of AI in career development.
- Run 6 board meetings, 6 Presidents meetings, provide leadership and guidance on board initiatives and future direction of the organization.
- Active member of the Finance Committee, vote and make decisions on financial investments, ensuring responsible and ethical usage of NCDA’s funds.
- Represent over 6,000 career professionals nationwide, advocating for best practices and DEI in career services by hosting Town Halls, authoring correspondence to membership on current Executive Orders, and meeting with legislators in Washington, D.C., to endorse bills that impact career development initiatives.
- Strengthened and created relationships in the Middle East North Africa region by supporting the Arab Career Development Association and creating new avenues for collaboration, further advancing career development work in the area.
- Built a partnership with Maximus Gulf, strategically entering NCDA into a MOU for curriculum development, bringing in over \$20,000 dollars of revenue for the organization.
- Participated as a panelist for North American Career week, a virtual event for career development advocacy with over 1,000 participants, and shared key American advocacy initiatives.
- Supervised a Leadership Academy participant for two years, routinely lending guidance and productive feedback to her project, leading to the creation of Leadership Style Assessment for NCDA.

UNM PROGRAM DEVELOPMENT AND DELIVERY

Upskilling Your Resume and Interviewing Skills: In collaboration with Project Echo, a series of workshops were created for their employees who wished to advance in their organization. Coordination of the next series of workshops is currently in development.

Career and Mental Health: Participants were introduced to the evolving nature of work across human development and the effects this had, and continues to have, on peoples’ mental health. Participants were offered strategies to combat anxiety and career uncertainty.

Stress and Anxiety Toolbox – Pandemic Edition: During the times of COVID 19, student stress and anxiety increased drastically. This workshop focused on coping with isolation and offered strategies on managing stress and anxiety both personally and academically.

Cultural Humility and Narrative Techniques: Initially designed for UNM’s Division of Equity and Inclusion, this workshop taught participants how to be open and humble to client experiences. Participants were taught the four principles of Cultural Humility and given space to have conversations with other participants.

Financial Literacy: In collaboration with El Centro de la Raza, a series of workshops were created to discuss participants’ thoughts and beliefs around money, familial influences and messages around money, generational poverty, and creating a personal budget.

Would You Like to Hear the Story of My Name: In collaboration with American Indian Student Services, a workshop was developed that invited participants to explore aspects of their culture, gender, and identity through sharing the story of their name.

Dining Etiquette and Culture: Over the course of several semesters, this workshop transformed from a presentation on the do's and don'ts of dining etiquette into a conversation of how participants' culture influenced, and continues to shape, their thoughts and belief around dining etiquette.

Finding Your Career Mission: In collaboration with the Student Veterans Association, a series of workshops were created that helped student veterans identify and process issues such as the difficulty of choice and lack of structure in higher education, adjusting to academic and civilian life, and professional communication with non-veterans.

Designing Your Resume: A tailored workshop for Architecture and Planning students that focused on the visual and creative aspect of resume design. Participants were given visual examples of different types of resumes in their field and then critiqued them as a group and discussed how to implement design strategies into their personal resumes.

SELECTED AWARDS AND RECOGNITIONS

Arab Career Development Conference Appreciation Award	August 2024
NCDA Outstanding Service Through Board Leadership	June 2022
UNM People Appreciate Wonderful Staff (PAWS) Award	July 2020
American Indian Student Services Campus Partner	September 2019

UNM TEACHING EXPERIENCE

UNIV 201 – Career Decision Making	Spring 2019 Intercession
Career Construction Institute	August 2017; February 2018
UNIV 201 – Career Decision Making	January 2016 – May 2016
Sophomore Seminar	March 2010- May 2010
Sophomore Seminar	March 2009 – May 2009

- Administered all facets of day-to-day operations of UNIV 201 class curriculum and sections.
- Participated actively by providing feedback to online discussion posts: sharing experiences and perspectives, probing students with questions that require critical thinking skills; highlighting key learning points; answering student questions.
- Provided relevant and timely feedback on student work, including participation.
- Created curriculum and lesson plans for career development training classes which engage adult learners as well as measure effectiveness of all learning modules.
- Developed and modified curriculum, content, and materials for 2 class sections each spring with enrollment capacity of 25 students.
- Provided relevant and timely feedback on submitted student work, including participation.
- Compiled and report grades; provided appropriate accommodations for students with special needs.
- Encouraged student self-regulation; provided reminders for upcoming due dates.
- Refined course information when necessary; participated in regular instructor meetings.
- Instructed, implemented, and supervised use of career construction interview to participants from counseling and non-counseling backgrounds.

CAREER DEVELOPMENT AND COUNSELING PUBLICATIONS

Suri, T., Woolson, L., Trott, A., **Apodaca, M.**, Brammer, M., Daniel, D., Lacen, D., Chavez, T. (2020)
Constructivism in action: A dynamic group process in defining and applying principles of social justice.
Accepted for publication in *Teaching and Supervision in Counseling*.

Venable, M., **Apodaca, M.**, (2020). Reflections on the 2020 NCDA virtual conference. In Career Convergence Magazine, 2020.

Apodaca, M., Lucero, K., Daniels, L., Martinez, T. (2020) Coping strategies for helpers: A holistic approach. In Career Convergence Magazine, 2020.

Stoltz, K., **Apodaca, M.,** Mazzahreh, L. (2018). Extending the narrative process: Guided imagery in career constructions counseling. *The Career Development Quarterly*, 66(3), 259-268.

Apodaca, M., Bond, S. (2018). Using cultural humility and narrative approaches with diverse clients. In Career Convergence Magazine, 2018.

Collins, A., Bond, S., **Apodaca, M.** (2017). Working learners need better access to career advising: How and why to take your services online. In Career Convergence Magazine, 2017.

Stoltz, K., **Apodaca, M.** (2016). Early recollections and career counseling: Identity, adaptability, and meaningful work. In Winter Issue, VISTAS 2017.

Stoltz, K., **Apodaca, M.** (2016). The Work Life Task: Alder's Influence on Career Counseling & Development. *Journal of Individual Psychology* 73(1).

Apodaca, M. (2015). Promoting client change: The role anxiety plays in career decision making. *Career Planning and Adult Development Journal* 32(1), 10-19.

NATIONAL COUNSELING AND CAREER DEVELOPMENT ASSOCIATION PRESENTATIONS

Apodaca, M. (2025) *A storied perspective: Deconstructing the career construction interview*. American Counseling Association Annual Conference, Orlando, March 2025.

Apodaca, M. (2025) *Stories of work and wellbeing: Navigating mental health in an ever-evolving career landscape*. North Carolina Career Development Association Annual Conference, Virtual, March 2025.

Jones, C., **Apodaca, M.** (2024) *The integration of career and mental health counseling: Well-being and success*. American Counseling Association Annual Conference, New Orleans, April 2024.

Apodaca, M., Givens, S. (2023). *Career development and mental health*. National Career Development Association Annual Career Day, Virtual, September 2023.

Givens, S., **Apodaca, M.** (2022). *Implementing selfcare for career practitioners*. National Career Development Association Webinar Series, Virtual, September 2022

Apodaca, M., Collins, A. (2022). *Cultural humility: assisting career practitioners in being open and humble with diverse clients*. National Career Development Association Annual Conference, Anaheim, CA, June 2022

Apodaca, M., Bond, S. (2018). *Cultural, personal, and professional identity: Externalizing and honoring the unspoken*. National Career Development Association Annual Conference, Phoenix, Az, June 2018

Apodaca, M. (2017). *Exploring the need and delivery of distance career services*. National Career Development Association Annual Conference, Orlando, Fl, June 2017

Stoltz, K., **Apodaca, M.** (2017). *Extending the narrative: Guided imagery in career counseling*. National Career Development Association Annual Conference, Orlando, Fl, June 2017

Stoltz, K., **Apodaca, M.** (2017). *Extending the narrative: Guided imagery in career counseling*. American Counseling Association Annual Conference, San Francisco, March 2017

Apodaca, M., Collins, A., Daniels, L. (2015). *Beyond assessments: Helping clients who are stuck using creative counseling systems*. National Career Development Association Annual Conference, Denver, CO, June 2015.

COUNSELING AND CAREER DEVELOPMENT STATE PRESENTATIONS

Apodaca, M., Bond, S. (2024) *Future Ready: AI's influence on higher education and career development*. New Mexico Career Development Association Annual Conference, Los Lunas, NM, February 2024.

Apodaca, M., Crabb, J. (2023). *Supervision to motivate and engage supervisees through the career construction interview: A new and innovative approach*. New Mexico Counseling Association Annual Conference, Albuquerque, NM, March 2023.

Apodaca, M. (2022). *Cultural humility in theory and practice*. Chi Sigma Iota Spring Conference, Albuquerque, NM, April 2022.

Apodaca, M., Matthews, E. (2020). *Managing anxiety around a COVID job search*. New Mexico Career Development Association Annual Conference, Albuquerque, NM, October 2020.

Apodaca, M. (2020). *A storied approach to changing client's narratives*. Mountain Plains Adult Education Association and New Mexico Adult Education Association 2020 Conference, Albuquerque, NM, February 2020

Apodaca, M., Hines, K. (2019). *Cultural humility and New Mexico's population*. New Mexico Career Development Association Annual Conference, Albuquerque, NM, April 2019.

Apodaca, M. (2018). *Using narrative approaches with incarnated populations*. New Mexico Corrections Department Education Bureau Annual Conference, Albuquerque, NM, April 2018.

Apodaca, M. (2018). *Cultural, personal, and professional Identity: Externalizing and honoring the unspoken*. New Mexico TRiO Spring Conference, Albuquerque, NM, April 2018.

Apodaca, M., Bond, S. (2018). *Cultural, personal, and Professional Identity: Externalizing and honoring the unspoken*. New Mexico Counseling Association Annual Conference, Albuquerque, NM, March 2018.

Apodaca, M., Bond, S. (2018). *Cultural, personal, and professional identity: Externalizing and honoring the unspoken*. New Mexico Career Development Association Annual Conference, Albuquerque, NM, January 2018.

Apodaca, M. (2017). *Changing client narratives: Deconstructing the career construction interview*. New Mexico Counseling Association Annual Conference, Albuquerque, NM, March 2017.

Apodaca, M. (2016). *Exploring the self through role models*. New Mexico Chi Sigma Iota Annual Conference, Albuquerque, NM, April 2016.

Apodaca, M. (2015). *Stories from the past to the present: Utilizing narrative career construction to facilitate client growth*. New Mexico Counseling Association Annual Conference, Albuquerque, NM, February 2015.

NATIONAL CAREER DEVELOPMENT ASSOCIATION SERVICE AND LEADERSHIP

President	October 2024 – (end date?)
President Elect	October 2023 – September 2024
President Elect – Elect	October 2022 – September 2023
Trustee-at-Large, NCD A Board	October 2020 – September 2022
Associate Editor- Career Convergence Features Section	May 2018 – October 2022
Leadership Academy	June 2016 – July 2017
Member	2016 - Current

NATIONAL CAREER DEVELOPMENT ASSOCIATION ANNUAL CONFERENCES ATTENDED

San Diego – Interconnection of Career and Mental Health	June 2024
Chicago – Career Development Around the World	June 2023
Anaheim - Innovative Career Development Strategies to Embrace Change	July 2022
Virtual – NCDA Annual Conference	July 2021
Virtual – Inspiring Innovation, Increasing Diversity, and Promoting Social Justice	July 2020
Houston – Creating Career Interventions to Break Barriers	June 2019
Phoenix - Leading the way by Integrating Theory, Research, and Practice	June 2018
Orlando - The Joy of Working: Positive Approaches to Work, Career, & Life	June 2017
Chicago – Fostering Well-Being through Meaningful Work	June 2016
Denver – Reimagining Life's Possibilities	June 2015
Long Beach – Charting the Course for Our Second Century	June 2014
Boston – Celebrating 100 Years of Career Development	June 2013

INTERNATIONAL CAREER DEVELOPMENT CONFERENCES ATTENDED

Cairo, Egypt – Third Annual Arab Career Development Conference	April 2025
Ottawa, Canada – Cannexus25 Annual Conference	January 2025
Alexandria, Egypt – Second Annual Arab Career Development Conference	August 2024
Ottawa, Canada – Cannexus24 Annual Conference	January 2024

STATE COUNSELING AND CAREER DEVELOPMENT ASSOCIATION PARTICIPATION

Past President , New Mexico Career Development Association	October 2023 – Current
President , New Mexico Career Development Association	July 2022 – October 2023
Board Member , New Mexico Career Development Association	July 2014 – July 2022
President , New Mexico Career Development Association	July 2013 – July 2014
President Elect , New Mexico Career Development Association	January 2013 – July 2013
Member , New Mexico Counseling Association	January 2012 - Current