


Ashley Pearson

Certified Breastfeeding Specialist

Certified Breastfeeding Specialist (CBS) with 6 years of experience providing accessible, family-centered breastfeeding support in hospital, community, and virtual settings. Served 500+ breastfeeding families annually through Banner Health System's outpatient lactation program, maintaining 96% client satisfaction. Expert in common breastfeeding challenges including low supply, latch difficulties, engorgement, mastitis, and return-to-work pumping support.

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Experience

Certified Breastfeeding Specialist

Sep 2020 - Present

Banner Health System

Phoenix, AZ

CBS providing breastfeeding education and hands-on support across hospital and community outpatient settings.

- Serve 500+ breastfeeding families annually across hospital postpartum unit and community clinic, achieving 96% client satisfaction rating
- Deliver individualized latch assessments, positioning instruction, and milk supply counseling, resolving presenting issues for 88% of clients within first visit
- Facilitate weekly 'Breastfeeding & Beyond' new parent support group averaging 25 attendees per session; participants show 34% higher breastfeeding duration at 3 months
- Provide virtual lactation consultations via telehealth platform to 50+ rural and underserved families monthly who lack access to in-person services
- Collaborate with postpartum RNs, IBCLCs, and pediatricians on complex cases requiring escalated lactation support

Postpartum Care Tech & Breastfeeding Educator

Jun 2018 - Aug 2020

Dignity Health St. Joseph's Hospital

Phoenix, AZ

Postpartum care technician with dedicated breastfeeding education responsibilities.

- Provided breastfeeding education and hands-on latch support to 8+ new mothers per shift across 30-bed postpartum unit
- Completed CBS certification and 800+ supervised breastfeeding education hours while working full-time
- Developed illustrated multilingual breastfeeding handout set in English, Spanish, and Somali adopted unit-wide
- Reduced breastfeeding education request wait times by 47% by implementing a priority triage system for new mothers

Skills

Breastfeeding Assessment & Support

Latch & Positioning Correction

Milk Supply Counseling

Telehealth Lactation Consultations

Group Breastfeeding Education

Mastitis & Engorgement Management

Return-to-Work Pumping Support

Multilingual Patient Education

Education

Associate of Science

May 2017

Phoenix College Phoenix, AZ

Health and Human Services

Languages

English

Native

Spanish

Conversational



Certificates

Certified Breastfeeding Specialist (CBS)

2019

Childbirth and Postpartum Professional Association (CAPPA)

Professional breastfeeding specialist certification

Certified Lactation Counselor (CLC)

2021

Academy of Lactation Policy and Practice (ALPP)

Additional professional lactation counseling credential

Telehealth Certificate for Lactation Professionals

2022

USLCA Telehealth Training Program

Certification in virtual lactation care delivery