

**Objective:** New college graduate seeking a Physical Liaison career opportunity. Willing to relocate and/or travel.

**Marketing  
CREDENTIALS**

**Experience:** Over a year of marketing experience. Gained experience in diverse areas including branding, social media, networking, customer service, project management, financial reporting, data analysis, and time management.

**Education:**

- Medical Marketing Liaison Degree, Physician Liaison University - March 2020.  
Online study included work examples and case studies, step-by-step processes, how-to guidelines, a list of resources including programs and software in order to plan and execute physician relations marketing programs to increase patient count, patient referrals, and profits.
- Bachelor of Science, Kinesiology, (exercise science), Coastal Carolina University, Conway, SC - May 2019.  
Most Relevant Classes:
  - ◆ Media, Self & the World
  - ◆ Health Education
  - ◆ Personal and Community Health
  - ◆ Introduction, Computer Science
  - ◆ Elementary Statistics
  - ◆ Human Anatomy and Physiology

**Computers:** Proficient in Word, PowerPoint, Excel, IBM SPSS (advanced statistical analysis), QuickBooks, website design, Google AdWords, SEO, Google Analytics and tracking traffic in the online space - Macs and PCs.

**Skills:** Analysis of ROI, EMR, clearing house reports and audits to recognize weaknesses and strengths to provide more effective marketing blueprints. Communication and networking to build relationships based on trust. Marketing presentations to patients based on active listening and attention to their needs. Proposals, reports, public speaking, medical industry knowledge, medical terminology, research, data analysis, sorting data, and constantly learning by formal study, self-study, and research.

**Social Media:** Creating social media and web content copywriting that attracts and retains and managing it to maintain effectiveness. Websites, Facebook, LinkedIn, Twitter, Instagram.

**Certifications:**

- Physician Liaison (CPL)
- Personal Trainer (CPT)
- Inbound Sales Certified

**Attributes:** Dedicated professional passionate about consistently exceeding requirements by being results-driven with an ownership mentality. Builds lasting interpersonal relationships. Committed to growing healthcare networks through groups such as a Physician Liaison, private Facebook group, where one can learn the latest medical marketing techniques, grow their network, and stay ahead of the curve.

**RECENT EMPLOYMENT**  
**WHILE ATTENDING COLLEGE AND UPON GRADUATION**

**Renew Wellness Center**

Calabash, NC

December 2019 – Present

*New, privately owned firm with 3 employees specializing in assisting patients by providing therapy with an ECP machine (External Counter Pulsation.)*

Marketing Intern

Strengthen existing relationships and build new and expanding referral networks. Currently creating a new marketing plan with input from a nurse.

**Key Accomplishments:**

- Created multimedia presentations for use in meetings.
- Strategized ways to create and increase patient referrals.
- Cold called business representatives, attended networking events, and prospected leads.
- Maximized community outreach, authoring online publication content, scheduling, media profiles and analytics.

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**Custom Renovations Services (CRHS)**

Myrtle Beach, SC

December 2018 – March 2020

*Privately owned remodeling and handyman service firm.*

Office Assistant

Promoted to Marketing Specialist

Updated web pages and social media profiles with engaging and current content. Managed social media campaigns and accounts. Scheduled appointments and follow-ups for technicians. Provided office management services such as hiring, firing, scheduling, entering data in QuickBooks and managing financial reports, tracking profit and loss by job, month, and fiscal year.

**Key Accomplishments:**

- Provided excellent service and attention to customers in personal encounters and through phone conversations.
- Obtained the firm's EIN, business license, and LLC to assist the business's owner in ending his franchise agreement and transitioning into an independent LLC.
- Assisted in improving sales and customer service via marketing efforts resulting in growing profits.