

HEALTHCARE MARKETING SPECIALIST

Professional Summary

An innovative, customer-oriented Healthcare Administrator with a background in primary care and experience supporting a team of physicians in a busy medical office. Expertise includes verifying insurance coverage, records reviews, marketing and schedule maintenance. Searching for a leadership role in a team oriented company.

Education

Healthcare Administration Pennsylvania College of Health Sciences 2017 City , State

- Coursework in Epidemiology
- Coursework in Statistics
- Coursework in Health Care Policy & Planning
- Coursework in Ethical Issues in Health Care

High School Diploma Northeastern High School 2010 City , State

- Recipient of the York Alumnae Chapter of Delta Sigma Theta Academic Award Scholarship
- Assistant Editor of the Literary & Art Magazine
- President of Diversity Club
- Member of Cure Finders Club
- Presidential Classroom Alumna

Core Qualifications

- Superb communication skills
- Excellent interpersonal skills
- Conflict resolution skills
- Customer and personal service
- Medical Terminology
- Event planning and coordination
- Budgeting and financial management
- Microsoft Office Suite
- Multitasking
- Problem-solving
- Self-starter
- Accomplished leader
- Knowledge of Medicare, Medicaid, EEOC, HIPPA, FMLA & ADA
- Management & Marketing experience
- Efficient under pressure
- Cultural awareness and sensitivity
- Strong work ethic
- Team player with positive attitude
- Writing and grammar knowledge
- Detailed Oriented
- Strong analytic skills
- Deadline-driven

Professional Experience

Healthcare Marketing Specialist

City , State Company Name / Aug 2017 to Current

- Analyzed performance of marketing program to identify the best opportunities for optimization.
- Established production schedules and communicated project to stakeholders.
- Increased patient traffic by 5%
- Managed all social media forums, including the company website, social networking applications and message boards.

Healthcare Admin Intern

City , State Company Name / Mar 2017 to Jul 2017

- Scheduled appointments and registered patients.
- Recorded and filed patient data and medical records.
- Demonstrated analytical and problem-solving ability to addressing barriers.
- Directed patient flow during practice hours, minimizing patient wait time.
- Oversaw implementation of an effective budgeting and accounting system that improved efficiency and reduced costs.
- Developed a system of staff communication that ensured proper implementation of treatment plans and comprehensive patient care.
- Developed the design and execution of a program that contributed to 5% growth of the organization.

Customer Service Representative

City , State Company Name / Jul 2016 to Sep 2016

- Demonstrated mastery of customer service call script within specified time frames.
- Maintained up-to-date records at all times.
- Provided cross training to 4 staff members.
- Facilitated information flow between customer service, account management operations, quality assurance, training and payroll departments to guarantee call center objectives were met.

Sales Associate

City , State Company Name / Jul 2015 to Oct 2015

- Demonstrated mastery of customer service call script within specified time frames.
- Maintained up-to-date records at all times.
- Built customer loyalty by placing follow-up calls for customers who reported product issues.
- Formulated and enforced Service Center policies, procedures and quality assurance measures.

Sales Associate

City , State Company Name / Jul 2014 to Feb 2016

- Establish or identify prices of goods, services or admission, and tabulate bills using calculators, cash registers, or Recommend, select, and help locate or obtain merchandise based on customer needs and/or desires.
- Optical price scanners.
- Bag or package purchases and wrap gifts.
- Exchange merchandise for customers and accept returns.
- Clean shelves, counters, and tables.

Front Desk Assistant

City , State Company Name / Oct 2013 to Jun 2015

- Handled incoming and outgoing correspondence, including mail, email and faxes.
- Answer queries regarding computers.
- Drafted and typed grammatically correct office memos.
- Managing test reminder calls, photocopied all correspondence, documents and other printed materials.

Retail Customer Service Associate

City , State Company Name / Jun 2011 to Sep 2011

- Greet customers entering establishments.
- Assist customers by providing information and resolving their complaints.
- Receive payment by cash, check, credit cards, vouchers, or automatic debits.
- Open and close cash registers.
- Performing tasks such as counting money, separating charge slips, coupons and vouchers.
- Place special orders or call other stores to find desired items.
- Completed floor replenishment to guarantee size availability and promote customer satisfaction.
- Kept current on market and product trends to effectively answer customer questions.

Technical Skills

- Electronic Medical Database
- Microsoft PowerPoint
- Microsoft Excel
- Microsoft Word
- Microsoft Publisher
- Adobe Dream Weaver
- Adobe Photoshop
- Microsoft Outlook
- Windows
- Adobe Premiere
- Adobe Acrobat
- GIMP
- Adobe Reader

Community Service

- Food Drive, Mount of Salvation Church, 2012
- Volunteer, ECO City Farms, 2014
- Socktober Drive, Mount of Salvation Church, 2015
- Dining Room Volunteer, So Others Can Eat (SOME), 2016
- Volunteer, White Rose Senior Center, 2016 - 2017