

**SARAH ANNE DORDEL – CONSCIOUS BUSINESS CONSULTING – Cardiff, CA 92007**

Marketing | Logistics | Branding | Recruiting | Visibility  
Strategic Event Production & Expert Promotional Services  
**Launching & Developing Successful Businesses for 2 Decades**

 <p>Sarah Anne Dordel <i>Small Business Consultant</i> Big Dreams Ambassador</p> <p>917.293.4725 sadorsdel@gmail.com www.SarahAnneDordel.com</p>	<ul style="list-style-type: none"><li>• Organic, high-yield marketing / social media services</li><li>• Powerful brand positioning and key messaging</li><li>• Dream-Team sales training and savvy recruiting</li><li>• Stress and cost reduction via optimized daily operations</li><li>• Strategic loyalty programs and event planning</li><li>• Customized retreats for Wellness Professionals</li></ul>  <p>www.SarahAnneDordel.com</p>
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**Organizer of 3 large-scale Meetup Groups:** The Conscious Business Network of San Diego,  
Spiritual Speakers of Southern California, Awakening Anonymous  
**Board Member: Conscious Capitalism of San Diego**

**PAST WORK EXPERIENCE**

**Art of Skin MD, Solana Beach, CA**

**05/12 – 05/14**

(New medical practice for rising-star dermatologist & cosmetic surgeon Dr. Melanie Palm)

**Director of Business Development, Licensed Esthetician**

- Implemented all administrative systems and best management practices for start-up dermatology & cosmetic surgery practice
- Researched prospective rental spaces, acted as liaison for lease negotiations, and assisted in oversight of office buildout
- Key ambassador for brand; Identified, developed and executed strategic business alliance programs and partnerships
- Guided design team in creation of fresh website content & effective marketing/sales tools, collateral, presentations and promotions to enhance and build business opportunities
- Protected existing business and created new business through innovative promotions, special events, and cross merchandising programs
- Managed vendor relations and met with prospective vendors to maintain best pricing and explore advertising opportunities
- Trained clinical services manager & Physician on best practices for patient follow up and retention
- Trained reception team on best practices for converting inquiries to appointments & best recall / upselling techniques
- Handled HR administration, payroll, staff monthly commissions, bank deposits, and oversight of bookkeeping
- Implemented protocols for tracking referral sources and provided regular ROI reports to physician
- Held regular conferences with PR to discuss possible media pitches and to coordinate all media events
- Promoted monthly specials and media coverage through email campaigns, social media, and print materials
- Interfaced with medical biller to execute strategies for minimizing aged patient balances and speedy collection protocols
- Served as lead liaison for all patient questions and concerns deemed serious or sensitive
- Coordinated development of private label skin care line
- Acted as person assistant for Physician, accompanying her to all media events and assisting with personal errands
- Provided back-up support for reception and handled challenging patient inquiries via telephone or email
- Performed microdermabrasion, peels, camouflage make-up, and assisted clinical staff as needed

**Surfside Dermatology, Encinitas, CA**                      **03/11 – 04/12**  
(Highly-Reputable Dermatology Practice of Dr. William Heimer & Dr. Melanie Palm)

**Director of Marketing, Licensed Esthetician**

- Served as brand ambassador and PR representative for Practice
- Provided direction and leadership in the execution of comprehensive marketing plans and programs, both short and long range, to support sales and revenue objectives of the Practice.
- Managed inventory of all retail products & performed aesthetician services as needed
- Consistently tracked site ranking factors, including prime keywords, long-tail keywords, internal and external links, site content and competition.
- Served as Event Manager and led event teams to enhance and build business opportunities
- Maintained competitive intelligence files, including pricing and promotional trends
- Created & conducted patient feedback surveys to identify new opportunities and service improvements
- Negotiated all contracts for media buying
- Created and managed all social media for Practice
- Formulated systems for daily close that increased efficiency and allowed for more accurate tracking of MD productivity
- Worked with website developer to ensure SEO strategies are implemented on all platforms and all website updates.
- Served as back-up receptionist & liaison for all patient questions and concerns

**David W. Kim, M.D., San Francisco, CA**                      **01/09 – 11/10**  
(Internationally recognized facial plastic surgeon and rhinoplasty expert)

**Practice Manager and Patient Care Coordinator, Licensed Esthetician**

- Implemented all systems and best management practices for start-up aesthetic facial plastic surgery practice
- Facilitated smooth transition from premiere academic facial plastic surgery practice into the private sector
- Closed surgical prospects after Dr. Kim's consultation (exceeded surgical revenue quarterly goals by over 40% for 6 out of 7 quarters in employment)
- Implemented protocols for tracking, conversion, patient follow-up, and financial analysis through Nextech and Citrix EMR
- Increased patient conversion rates for surgery from Dr. Kim's previous practice to current practice from 25% to 60%
- Created and managed practice Facebook page and aided in creation and maintenance of video blogs
- Formulated protocol for tracking insurance billing, leading to a 20% increase in reimbursements over a single quarter
- Served as lead liaison for all patient questions and concerns
- Audited practice schedule to ensure that MD time was optimized
- Managed surgical booking and scheduling for Dr. Kim for 4 separate surgery centers
- Maintained book-keeping for accounts receivable and payable through Quickbooks and interfaced quarterly with CPA
- Developed Dr. Kim's private label skin care line
- Performed microdermabrasion, peels, camouflage make-up, and assisted with in-office surgical procedures

**Alaur Skin Solutions®, New York, NY**                      **11/06 – 01/09**

**Marketing and Sales Manager**

- Served as sole salesperson for development of accounts in the Northeastern U.S
- Implemented new marketing and sales programs to help increase business
- Provided support to Alaur distributors through training, provision of marketing materials, on-site event planning, and other business building endeavors
- Worked on advertising projects, such as planning and setting up booths / exhibits at trade shows and medical conventions
- Consistently achieved quarterly sales targets, doubling Alaur distribution and increasing existing account sales by 40%

**Albert M. Lefkovits, M.D., New York, NY**                      **11/06 - 01/09**  
(World renown dermatologist and developer of Alaur Skin Solutions®)

**Patient Coordinator / Esthetician**

- Educated patients on options for in-office cosmetic procedures and managed follow-up with clients after treatments
- Discussed with patients necessity for home care regimens and recommend products to meet their individual skincare needs
- Performed non-invasive cosmetic services such as chemical peels, laser treatments, microdermabrasion & mini-facials
- Assisted MD during medical procedures such as acne surgery, mole removal, and injection of Botox or dermal fillers
- Managed inventory and purchasing of skincare products, as well as display area for products
- Planned and implemented open houses in the office to promote the practice and skincare line
- Directed networking/marketing strategies aimed at like-minded businesses on the upper east side
- Managed donations and prepared gift baskets / skincare packages for charity events
- Worked with web designers to create practice and skincare websites, updating content when necessary

**Haideh Hirmand, M.D., New York, NY**                      **06/05 -10/06**  
(High-profile plastic surgeon on the upper east side)

**Office Manager / Patient Coordinator**

- Responsible for office operations, including vendor relations, front staff management, and accounts payable □□ Fostered vital relationships with both prospective and existing patients
- Appropriately conversed with prospective patients regarding cosmetic consultations, cosmetic procedures, and skin care services
- Generated fee quotes based on treatment plan recommended by surgeon
- Discussed surgical / treatment options with patients, providing appropriate educational materials and handling price related obstacles
- Coordinated with surgical facilities to book OR time and ensured that all pre-operative work was completed before surgery
- Sold skincare products based on surgeon's recommendations for individual client
- Created database to improve follow up procedures after new patient consultations
- Managed photography system, backup and photo printing
- Ran monthly reports to track practice productivity and monitor patient activity

**Blaqwell, Inc., New York, NY**                      **01/04 – 06/05**  
(Consulting firm for the legal industry)

**Firm Administrator**

- Responsible for all aspects of NY office relocation and establishment of new DC office
- Point person for A/P & A/R bookkeeping functions
- Manager of all human resource activities, including recruiting and benefits administration
- Monitored vendor activities, seeking proposals for new services as necessary
- Coordinated marketing trips for senior management, liaising with prospective clients
- Managed firm's engagement activities using Microsoft Project
- Provided research and design assistance on client deliverables as needed

**Northern Manhattan Improvement Corporation, New York, NY**

**01/02 – 01/04**

(Non-profit, community-based organization located in upper Manhattan)

**Administrative Director of Adult Education**

- Recruited, supervised, and evaluated all paid and voluntary program staff
- Designed, evaluated, and developed classes and curriculum based on needs of community □□ Managed 18+ classes at any one time, providing support for all department staff
- Planned and administered budgets for federal, state and city governments and foundations
- Oversaw data management of client information and activities
- Collaborated with other agency departments to coordinate referral services for clients
- Produced and submitted reports for funding providers
- Wrote proposals for government and foundation grants
- Developed educational and career plans with clients learning to overcome language barriers □□ Monitored student activities and progress towards achievement of milestones
- Ensured that contract requirements were upheld to provide sufficient and continued funding

**Bluefly.com, New York, NY 7/98 – 1/02**

(on-line fashion retailer)

**Studio Manager.**

- One of eight original employees who helped transition \$10 million golf apparel wholesaler into Internet apparel retailer
- Worked with senior executives on various pre-launch projects, including Web site design, establishment of inventory receiving procedures, and pre-launch public relations initiatives
- Managed in-house digital photo studio and its personnel as head photographer, and oversaw styling of product to ensure product images of highest quality.
- Uploaded product images to Web servers, retouched and resized product images using Photoshop
- Collaborated with design and merchandising departments on monthly editorial projects

**COMPUTER SKILLS**

Top notch computer skills. Equally adept with Macintosh and P.C. Proficient with all Microsoft Office programs (including Project), Quickbooks, Nextech, Virtual Office, Photoshop, Basecamp, multiple CRMs, Canva

**EDUCATION**

Chrisine Valmy School of Skin Care Esthetics (2007) - Licensed Esthetician

University of Wisconsin-Madison, Madison, WI Bachelor of Science, May 1997 \*\*Honors Graduate

Universidad Pontificia Católica de Chile, Santiago, Chile Semester Abroad-Spring 1996

\*\*Bilingual English / Spanish

**Member, Conscious Capitalism (National Chapter)**

**Member, Conscious Capitalism San Diego**

**Member, the Solana Beach Chamber of Commerce**

*References available upon request*