**Caitlin Dorn**

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Dynamic sales leader committed to delivering excellence and driving success. Prioritizing customer service, consistently exceeding targets in high-pressure environments. Strong problem-solving abilities and a passion for continuous learning. Possessing excellent attention to detail and exceptional people management skills, ready to tackle new challenges and make significant contributions to organizational goals with unwavering dedication and enthusiasm.

**Skills:**

* Successful in business development and account management
* Outstanding strategic sales account planning
* Exceptional multitasker
* Impeccable verbal communication and presentation skills
* Excellent negotiation and customer service skills
* Experience in pharma, diagnostic, medical device
* Knowledge of medical terminology

**Education:**

Arizona State University / Bachelor of Arts in Communication / June 2007

**Work History:**

**Patient Care Coordinator & MedSpa Manager**

*Changes Plastic Surgery and MedSpa*, San Diego, CA*|*March 2022 - November 2024

* Exceeded sales goals by closing an average of $300,000-$600,000 in surgeries per month
* Coordinated for two top plastic surgeons in San Diego while simultaneously onboarding two new plastic surgeons to increase surgical procedures and revenue
* Qualified all four physicians to patients by detailing their years of experience, education, training and specialties
* Promoted and sold surgical procedures, medspa services and products through extensive phone conversations and live consultations
* Operated Vectra 3D aesthetic simulation technology to help patients visualize their results to feel confident moving forward with treatment
* Created and negotiated patient quotes. Collected payment. Educated and assisted patients with financing.
* Ensured that the patients received excellent customer service and follow-up before, during, and after treatment
* Monitored inventory and ordered supplies needed for each case
* Coordinated nursing staff and surgery center availability
* Compiled and maintained patient medical records and pre-op charts to keep information complete and up-to-date
* Followed document protocols and HIPAA to safeguard confidentiality of patient records
* Maximized team agility and performance by monitoring daily activities, cross-training and mentoring employees
* Controlled costs to keep business operating within budget and increase profits
* Improved marketing to attract new customers and promote business
* Used industry expertise, customer service skills and analytical nature to resolve customer concerns and promote loyalty

**Clinic Manager**

*SkinSpirit*, Newport Beach, CA*|*October 2019 - February 2022

* Spearheaded launch of brand new clinic in competitive Newport Beach market
* Consistently exceeded sales goals by growing the clinic from $0 to $3million per year
* Delivered outstanding upscale customer service resulting in the #1 Rebooking Rate (80%) in the company and the #1 Net Promoter Score (Patient Satisfaction of 95%-100% quarterly)
* Earned #1 Inventory Accuracy Percentage (99%) (Out of 20 clinics in the company) reducing expenditures and maximizing profits
* Increased customer ticket price by offering add-on services, premium packages and/or products by clearly communicating the value
* Conducted frequent clinic walk-throughs to maintain safe work environment
* Supervised and trained staff of nine and monitored duties to promote high levels of patient care and job efficiency while ensuring maximum sales
* Communicated sales goals and current numbers through weekly staff meetings and quarterly one on one touch bases
* Networked with other businesses and social media influencers to encourage referrals and collaboration within the community
* Efficiently balanced coaching/mentoring with discipline and constructive feedback to staff when needed
* Leveraged patient feedback and performed continuous process improvements to streamline day-to-day business operations and patient satisfaction
* Enforced adherence with HIPAA regulations and other relevant laws and regulations to maintain compliance
* Developed and implemented team building activities to improve employee morale

**Patient Care Coordinator**

*Pacific Center for Plastic Surgery*, Newport Beach, CA*|*June 2016 - October 2019

* Exceeded sales goals and increased profitability for two, board certified plastic surgeons through effective sales strategies and business planning
* Increased revenue by $720,000 per year by closing an average of $250,000-$300,000 in surgeries per month
* Sold plastic surgery procedures and medspa treatments through extensive phone conversations and live consultations by utilizing a professional technique to convert patients
* Generated and negotiated patient quotes and ensured patients received excellent care and follow-up before, during, and after treatment
* Compiled patient surgical charts and facilitated pre-op appointments
* Monitored inventory and ordered supplies needed for each case
* Coordinated nursing staff and surgery center availability
* Contacted all leads and developed pipeline by consistently communicating with patients gaining insight to their needs and desires
* Resolved problems with high-profile customers to maintain relationships and increase return customer base
* Compiled and analyzed data to determine approaches to improve sales and performance
* Networked and organized promotional events to increase sales volume

**Pharmaceutical Sales Territory Manager**

*Medimetriks Pharmaceuticals*, Orange County and San Diego, CA*|*December 2012 - November 2013

* Achieved sales goals by cultivating and securing new customer relationships with target physicians and establishing credibility, building rapport, and maintaining consistent communication
* Possessed a high level of product, market competition, and territory knowledge
* Delivered sales calls that consisted of pre-call planning, driving brand messaging and closing effectively using visual aids and other promotional material
* Maintained accurate and timely administration of company records, including expenses, targets, budget and sales calls
* Collaborated with sales management to develop and execute sales strategies and initiatives
* Executed promotional programs with key customer targets while complying with all FDA, PhRMA and PDMA regulations
* Attended trade shows and industry events to promote company products and services
* Analyzed sales data to identify areas for territory improvement and implemented strategies to maximize sales growth

**Medical Sales Account Manager**

*Sleep Institute*, Long Beach, CA*|*January 2011 - November 2012

* Recruited to develop, design, and market a new sleep lab in a highly competitive area
* Strategized program development including new market penetration and pipeline generation
* Established and maintained profitable relationships with Internists, Pulmonologists, Cardiologists, and ENTs
* Identified and cultivated new relationships with key option leaders in the territory to result in sales growth
* Planned and conducted consumer seminars and participated in trade shows
* Implemented a new nationwide dental program to increase business from a completely new market
* Educated and trained dentists on screening, testing, and treating sleep apnea patients
* Developed a territory in 22 cities with 80 active accounts
* Exceeded sales quotas by driving $2.4 million in approx annual revenue
* Consistently ranked among the top 2 sales representatives company wide
* Transitioned 80% of referral base from previous company

**Medical Sales Representative**

*REM Sleep Labs*, Long Beach, CA*|*December 2008 - January 2011

* Marketed REM Sleep Labs products and services to Primary Care Physicians, General Practitioners, Family Practitioners, Pulmonologists, Neurologists, Internal Medicine Physicians, and Ear Nose and Throat doctors
* Used consultative sales approach to understand and meet customer needs and customized sales presentations based on each physicians' patient population and referral habits
* Prioritized and targeted physicians with high referral potential, pursued leads and cold called
* Negotiated contracts with prospective interpreting physicians
* Documented client interactions, sales and pitches delivered in CRM system. Developed and maintained sales reports and contact lists
* Produced remarkable sales and enhanced numbers by managing complete lifecycle from networking through ongoing account servicing
* Grew sales from $720,000 to $1.68 million in 2009
* Increased sales to $1.92 million in 2010
* Consistently ranked among the top 2 sales representatives each year company-wide
* Awarded 'Certificate of Appreciation' in recognition of valuable contributions to REM Sleep Labs

**Licensed Real Estate Agent** (Part Time) BRE# 01946322

*Berkshire Hathaway/First Team Real Estate*, Mission Viejo, CA*|*December 2013 - Current

* Assisted buyers with finding ideal homes by assessing needs, requirements, and budgets
* Marketed and sold property for clients by hosting open houses and advertising online and in print
* Compared recently sold area properties to determine competitive market prices
* Advised and informed prospective clients on current market activities and conditions
* Developed and maintained relationships with clients through networking, postcards, and cold calling
* Liaised between buyers and sellers to provide positive experiences for both parties
* Maintained connections with clients to encourage repeat business and referrals
* Managed contracts, negotiations, and all aspects of sales to finalize purchases and exceed customer expectations
* Developed and implemented strategic marketing plans to increase potential for selling properties and generate more leads
* Generated over $20 million in residential sales