

Waleska A. Occhiuzzo

(323) 697-5023

occhi.wale@gmail.com

Boca Raton, FL

Professional Summary

Dynamic and results-driven Medical Sales and Operations Leader with over 15 years of experience in patient acquisition, sales training, and multi-practice management in medical aesthetics and hair restoration industries. Proven expertise in enhancing patient experience, streamlining operational workflows, and implementing sales and acquisition strategies. Adept at leading teams, improving consultation-to-treatment conversion, and fostering strong patient relationships.

Key Skills

Patient Acquisition & Retention

- Team Leadership & Development
- Sales Training & Strategy Implementation
- Multi-Practice Management
- Workflow Optimization & Process Improvement
- CRM Proficiency (Salesforce, HubSpot, Aesthetix)
- Client Relationship Management
- Budget Management & Strategic Planning
- Medical Aesthetic Procedures Knowledge (CoolSculpting, neuromodulators, Laser Hair Removal, Skin Lasers and Peels, Plastic Surgery).
- Event Planning & Execution

Relevant Experience

Aesthetic Medical Sales Representative | LaserAway – Remote (Nationwide)

June 2020 – September 2022

- **Top Performer:** Consistently ranked among the top sales representatives nationwide, achieving record-breaking sales on the East Coast in April and May 2022. Recognized as the top company-wide representative for Thermage FLX sales in August 2022.
- **Consultative Selling:** Delivered high-impact virtual consultations with prospective patients across the country, utilizing deep knowledge of non-invasive aesthetic procedures to assess patient needs and recommend tailored solutions. Specialized in CoolSculpting, Botox, Laser Hair Removal, Thermage FLX, IPL, Clear + Brilliant, and Tattoo Removal, among other treatments.
- **Patient Conversion & Retention:** Increased consultation-to-treatment conversion rates through personalized care and follow-up strategies, resulting in a significant boost to overall sales and long-term patient retention.
- **Financing Solutions:** Demonstrated expertise in navigating various financing options (Care Credit, Ally, UGA, GreenSky) to provide patients with accessible payment solutions, facilitating a seamless and stress-free booking process.
- **Customer Relationship Management:** Maintained an exceptional level of customer service by developing strong relationships with patients, ensuring regular follow-ups, and addressing any post-treatment concerns. Cultivated repeat business and high-value referrals through personalized attention and patient engagement.
- **Cross-functional Collaboration:** Worked closely with clinical teams to coordinate treatment schedules, provide insights into patient preferences, and ensure an optimal experience for both new and returning clients.
- **Market Expertise:** Kept abreast of the latest trends and innovations in aesthetic medicine, ensuring patients were informed of new services and cutting-edge treatments. Leveraged industry knowledge to position LaserAway as a leader in aesthetic care.
- **Sales Strategy:** Implemented targeted marketing strategies and virtual sales techniques that aligned with patient needs, further driving appointment bookings and service uptake.

Professional Experience

National Director, Patient Acquisition

March 2024 – August 2024

- Spearheaded patient acquisition strategies across multiple service lines, including hair restoration and medical aesthetics, boosting patient satisfaction and process efficiency.
- Developed and trained Patient Care Coordinators (PCCs) in lead management, consult follow-ups, and service recovery best practices, resulting in improved patient retention.
- Collaborated with HR and Operations to refine PCC incentive structures, driving performance improvements.
- Partnered with Marketing to roll out and integrate Aesthetix CRM, ensuring smooth adoption across practices.
- Led the development of educational and marketing materials for hair restoration services, contributing to the expansion of ancillary services like Scalp Micropigmentation (SMP).

Senior Counselor | Bosley Hair Restoration - Boca Raton, FL

September 2022 – December 2023

- Conducted detailed patient consultations for hair restoration services, guiding patients through available procedures and securing high conversion rates.
- Managed patient records using Salesforce, ensuring accuracy and timely updates post-consultations.
- Collaborated with clinical teams to deliver a seamless patient experience, upholding Bosley's reputation for excellence.
- Regularly followed up with patients to nurture relationships and drive consultation-to-treatment conversion.

Area Sales & Marketing Manager | Quest Workspaces – Miami, FL

November 2019 – May 2020

- Oversaw sales, marketing, and daily operations, leading to a 75% sales increase and doubled occupancy.
- Created and implemented marketing events and strategies to attract high-value clients and boost brand visibility.

Membership Executive | Equinox Sports Club – Los Angeles, CA, New York, NY, & South Florida

November 2005 – March 2017

- Surpassed personal training sales targets by 150%, and developed strong corporate partnerships with top companies, leading to significant membership growth.

Education

Fashion Institute of Technology (FIT)

Fashion Buying & Merchandising