

# Sherie “Mandy” Silla

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Boca Raton, FL

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Licensed Medical Esthetician in Boca Raton Florida who has twelve years experience performing proven modalities within my scope of practice. Top sales performer with a proven, track record of outstanding consultative sales leading to conversion success in a fast paced, high energy work environment.

- Exhibits professionalism and ability to “listen” to patient’s desire to feel and look better.
- Strong work ethic, adapts well to any work environment.
- Demonstrated history of one on one Consultative Medical/Cosmetic/Dermatology experience with successful follow up with leads to conversion.
- Formally in sales and marketing in the beauty, health and wellness industry for over 30 years.
- Foster friendly, warm relationships coupled with exceptional customer service.
- Excellent interpersonal skills that builds effective working relationships with patients as well as other team members.
- Highly motivated to hit and exceed goals. Maintain professionalism and poise consistently even if working under pressure.
- Self disciplined, organized, pay close attention to detail.
- Excellent communication and interpersonal skills
- Organized with the ability to prioritize.

Exhibit confidence, emotional intelligence and desire to help others. Self starter and quick study with the ability to build rapport to prompt action. Over thirty five years experience in sales.

Experience marketing Health, Wellness and Dermatology Practice visibility. Generate leads at job fairs, vendor and community events, executed events in office for CoolSculpting, Fillers, Micro-needling, lasers and EmSculpt Neo, EmFace, EmTone, Emsella and Cellutone and coordinate product launches.

Exhibits sincere enthusiasm with patients/client for all esthetic based services including RF microneedling, dermaplaning, Emsella, EmSculpt, Coolsculpting, CoolTone, Cavitation and HydraFacial.

Demonstrated knowledge in cross selling all injectables including toxins, Botox, Dysport, as well as all FDA cleared fillers administered solely by the practicing MD, DO, Nurse Practitioner or P.A.

Authorized to work in the US for any employer

## Work Experience

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### **Sales Consultant/Body Sculpting Expert**

Florida Internal Medicine Associates - Boca Raton, FL

April 2023 to Present

Qualify leads for body-sculpting procedures for BTL modalities, EmSculpt Neo, Emsella, EmFace, EmTone, Cellutone.

Perform non invasive body sculpting procedures appropriately matched to patient needs.

- Responsible for utilizing branded scripts that include unique phone greetings, making appointments, confirmation calls, rescheduling, and answering questions regarding services and pricing, all with the highest level of professionalism.
- Handles patient questions with the highest degree of courtesy and professionalism to resolve any issues with one call.
- An impassioned sales professional who can communicate the benefits of the FIMA program to potential members in a highly customized and consultative way. I enjoy working in a fast-paced, structured environment and have excellent verbal and written communication skills.

### **Licensed Esthetician**

Barnett Dermatology - Boca Raton, FL  
December 2018 to April 2023

Consultative sales, shadow Physician during patient visit, consult with patients regarding options available for non invasive medical procedures and knowledgeable to discuss injectables.

Started Esthetics division from ground up.

As an esthetician, administer esthetic services for patients from superficial to deep chemical peels, CoolSculpting, Hydra facial, dermaplaning, microneedling with PRP for anti aging and acne scars, customized facials, acne treatments. Handle a busy schedule and stay on top of deadlines.

### **Licensed Esthetician**

Advanced Dermatology & Cosmetic Surgery - Boca Raton, FL  
April 2016 to December 2018

Consultative sales of esthetic services provided for patients.

Employ an ever growing knowledge of skin care products and services to provide the best possible outcome.

Evaluate and execute "CoolSculpting" procedures for patients.

Plan and execute CoolSculpting Events within practice.

Perform Micro-Needling procedures for anti aging and acne.

Responsible for over twenty skin care lines, ordering, inventory and managing each line.

### **Licensed Esthetician**

Derm Partners, Inc - Boca Raton, FL  
January 2014 to December 2016

Consultative sales, administer esthetic services to patients such as chemical peels, hydra facial, micro needling, and permanent makeup.

Consult with patients regarding their skin care concerns, sale of Skin Medica, MD Rejuvenate, VI skin care, and Color Science Cosmetic line.

### **Corporate Sales Manager**

Carolina Talent, Inc - Charlotte, NC  
April 1982 to June 2013

- Forged relationships with over five hundred ad agencies, Department Stores, and Boutique Salons to promote business and place models and actors. Demonstrated the ability to sell model and actor services to vendors for catalogue, television, radio, all print media as well as movie and television.
- Recruited top agency talent and prepared them for the model and talent industry.
- Utilized abilities within sales and management skills to motivate and coach a core group of talent on a daily basis while demonstrating a strong work ethic with networking skills.

## Education

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### **Master Level in Body Sculpting**

BTL Modalities - In office

April 2023 to May 2023

### **6 week course in Micro blading /permanent make up**

Boca Beauty Academy - Boca Raton, FL

June 2015 to July 2015

### **Master Esthetician in Esthetics**

Rowan-Cabarrus Community College - Concord, NC

September 2013 to May 2014

### **Certification in CoolSculpting**

Cool Sculpting University - California

2013 to 2014

### **Bachelor of Science in Psychology**

University of North Carolina - Charlotte, NC

## Skills

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- Computer skills
- Weight loss
- Neo devices EmSculpt certified
- Product demos
- Communication skills
- Customer service
- Dermabrasion
- Phone etiquette
- Time management
- Marketing

## Certifications and Licenses

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### **Certified CoolSculpt Provider and Consultant**

April 2013 to Present

Assess and provide Cool Sculpting treatments for patients. CoolSculpt is the number one non invasive FDA cleared fat reducing treatment.

### **Esthetician License**

### **EmSculpt provider all modalities**

April 2021 to Present

Prepared packages with pricing within optimum timeline client seeks to attain realistic goals based on client area of concern

## Assessments

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### **Verbal communication — Proficient**

December 2021

Speaking clearly, correctly, and concisely

Full results: [Proficient](#)

### **Customer service fit — Proficient**

January 2023

Measures the traits that are important for success for customer service roles

Full results: [Proficient](#)

### **Sales fit — Completed**

June 2021

Measures the traits that are important for success in sales positions

Full results: [Completed](#)

Indeed Assessments provides skills tests that are not indicative of a license or certification, or continued development in any professional field.