

Vanessa Relyz

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PROFESSIONAL SUMMARY

Dynamic and results-driven sales strategist specializing in medical aesthetics, skincare, and B2B sales. Recognized for consistently exceeding sales goals, securing high profile accounts, and launching innovative go-to-market strategies. A natural relationship builder with an exceptional closing rate, a keen eye for business growth opportunities, and a passion for empowering aesthetic professionals through strategic product positioning and education. Adept at navigating competitive market and driving brand expansion in the medical aesthetics and dermatology space.

EDUCATION

Master, Marketing & Digital E-Commerce

EALDE Business School, Madrid Spain

Completed: March 2025

Bachelor of Business Administration in Management and International Business

Florida International University, Miami FL

Graduation: May 2011

Associate of Arts in Fashion Merchandising

Miami International University of Art and Design, Miami FL

Graduation: April 2000

WORK EXPERIENCE

Solta Medical

Senior Account Specialist

November 2023 - January 2025

- Responsible for building and developing a sales strategy for my territory. Effective call planning, time management and accurate forecasting, quarterly business plans, maintaining account profiles and customer database and expense reports.
- Drive utilization through product demonstrations as well as customer training around indications, contraindications and safety
- Performing effective territory penetration coverage and account identification to drive sales and increase customer base for Solta devices
- Execute launch installation action plans and leverage reward programs and enrollment tools to drive consumable usage.
- Supporting and helping to facilitate the execution of regional training workshops and trade shows within the territory area
- Ensure high collaboration and maintain consistent communication with all team members including surgical, marketing and clinical
- Generate leads by cross-selling opportunities and cold calling on core and non-core aesthetic professionals for all Solta devices
- Pre-planning sales calls and maintaining efficient time management skills to ensure maximum customer contact and highest level of customer service

Achievement:

- * Q2 2022 Highest percentage to goal in the team
- * Most devices sold in the country
- * Organized an educational dinner in my territory with prospects and current accounts that generated \$280 ROI

ZO Skin Health

Hybrid Field/Inside Sales Account Executive

September 2022 - October 2023

Responsible for contacting the business decision maker with the purpose of adding value by offering virtual training, sell through ideas, and staff incentives. Cover East Coast. Target plastic surgeons, dermatologist, and medical spas

- Contact assigned customers in person, via phone or other electronic means to grow existing business, maintain customer relationship and troubleshoot customer problems that ensures retention and increase business
- Maintain knowledge of all products/treatments that are offered in the aesthetic space
- High volume outbound communication, forecast and report activities
- Maintains complete and accurate data for assigned territory in Salesforce system
- Attend Regional and National Sales Meetings

Achievement:

- * Increased average order value by 20% through strategic up selling and cross-selling

RVL Pharmaceuticals Business Development Manager

February 2022 - June 2022

Responsible for product launch of Upneeq, a new category in the aesthetic facial space. Covered Broward county. Targeted plastic surgeons, cosmetic dermatologists, med spas, and solo mid-levels

- Determine and adjust appropriate strategies and tactics to align with goals and objectives
- Implementation and Pull-Through utilizing marketing materials and key resources
- Presentation and in depth knowledge of the product set selling points
- Cold Calling

Achievement:

* Q1 2022 175% to goal

SkinCeuticals Senior Account Executive II

January 2017 - January 2022

Responsible for managing and growing territory from Hallandale to Delray as well as Pembroke Pines, Miramar, Weston, and Coral Springs. This includes mainly Plastic Surgeon's, Dermatologist's, and Med Spa's.

Work directly with physician or decision maker to strategically implement business plans and goal objectives. Conduct trainings as well as inventory pull through and events to maximize profit

- Utilize in depth clinical knowledge to train physicians and staff on the SkinCeuticals portfolio products. Consistently meet or exceed goal/quotas including number of trainings conducted and product sell through
- Meet with existing and potential clients, identify clinical needs, and discuss goals related to patient care. Communicate science-based product and procedure technique information to physicians and their staff to help build/grow their practice
- Conduct in office demonstrations on live models to establish new orders and accounts. Provide accounts with appropriate marketing materials to ensure product sell through with patients
- Keep clients informed of exciting product developments, new products in the market and serve as a continual resource to physicians and their staff
- Partner with accounts and make recommendations regarding business development strategies including marketing and product development ideas leveraging vast knowledge of the medical aesthetic industry

Achievements:

Ended 2020 at:

- * Regional Field Trainer
- * Awarded Q1 Hustler Award
- * Part of Task Force for Marketing
- * 13 New Accounts opened
- * 100% to goal

Ended 2019 at:

- * Elite Winner (top 10 in the country)
- * Awarded Q3 and Q4 Hustler Award
- * Part of Task Force for Dermablend
- * 14 New Accounts opened
- * 107% to goal
- * 25% YOY Growth for 2019 vs 2018

Ended 2018 at:

- * Awarded Q3 Hustle Award
- * 19 New Accounts opened
- * 103% to goal
- * 27% YOY Growth for 2018 vs 2017
- * Flagship contract with exclusive account to SkinCeuticals in Plantation

Ended 2017 at:

- * Elite Winner (top 10 in the country)
- * Awarded Q2 Hustler Award
- * Promoted to Senior Account Executive II December 2017

Colorescience Account Executive Miami/Ft.Lauderdale FL

June 2016 - January 2017

- Develop sales presentations and new business strategies to different account types including Plastic Surgeon, Dermatology, and Medical Spa
- Organize and implement “lunch and learn” presentations for doctors and other medical staff when and where appropriate
- Prepare quarterly and yearly territory business reviews including establishing goals for key accounts

Ended Q4 2016

* At 110% to goal

CERTIFICATIONS

Certificate in Women’s Leadership Program

Yale University

Completed November 2020

Certificate in Marketing

Completed: October 2019

Florida Atlantic University, Boca Raton FL

NAMSR Medical Sales Training Program

Completed: January 2015

COMPLEMENTARY SKILLS

LANGUAGES: Fluent in English and Spanish. And basic Portuguese

TECHNICAL SKILLS: Proficient in Microsoft Word, Excel, PowerPoint, Social Media, Internet, and iPad, CRM and sales analysis, Social Media, brand positioning, and Google.