

# Zeefah Ali

## Regional Manager



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NEW YORK, NY

Results-oriented professional with over **15 years** of demonstrable success as a Regional Manager, specializing in hospitality, sales, customer service, teamwork, and effective management. Proven track record in overseeing administrative operations, leading to a **20% overall improvement** in organizational success within the initial **3 months of startup**. Adept at navigating the intricacies of the **Aesthetics industry**, bringing a strong ability to drive operational excellence, deliver exceptional customer service, and lead dynamic teams. Eager to leverage skills in assisting owners with the strategic setup of a medical practice, ready to contribute expertise and insights to ensure the successful establishment and growth of the medical practice venture.

### PROFESSIONAL WORK EXPERIENCE

#### REGIONAL MANAGER

Trifecta Medical Spa | New York, NY | Jan 2017- Apr 2023

- **Sales Achievement:** Consistently surpassed monthly sales targets, achieving a remarkable success rate of **95% over a span of 9 years** through strategic customer relationship building and effective sales strategies.
- Provided customized service and product recommendations, contributing to the substantial growth of the flagship location from **\$120k to \$2.5M in gross revenue**.
- **Operational Management:** Successfully managed the flagship location and 4 satellite offices, maintaining a consistent facility cleanliness and maintenance rating of **95% or higher** by ensuring strict adherence to health and safety standards.
- Provided effective leadership to a diverse team of **20+ Managers, Doctors, Physician Assistants, Aestheticians, and Office Coordinators**, fostering a collaborative and high-performance work environment.
- **Enhanced Operational Efficiency:** Spearheaded multi-site **scheduling, payroll, budgeting, and expense processes**, ensuring streamlined operational efficiency across all locations, including planning and executing events to enhance the overall employee experience.
- **Employee Experience Coordinator:** Played a key role as the **Employee Experience Coordinator**, overseeing the planning and execution of **internal events** and initiatives to foster a **positive workplace culture**.
- Successfully developed and oversaw **50+ internal documents**, including **training manuals** and **customer support resources**, contributing to a remarkable **30% increase** in operational efficiency and enhancing the overall employee experience.
- **Strategic Partnerships:** Drove a quantifiable **30% boost** in product and service sales and a **10% reduction** in the cost of goods by delivering insights into client and business benefits.
- Cultivated partnerships, resulting in a **20% overall improvement** in organizational success. Established and upheld impactful relationships with key industry partners, including **Allergan Aesthetics, Lumenis, Galderma, Merz Aesthetics, and Crown Aesthetics**.

## OFFICE MANAGER

Trifecta Medical Spa | New York, NY | Apr 2014- Dec 2016

- Managed **inventory, events**, introduced **stock tracking**, upheld **office equipment**, and provided **staff training** for a customer-centric approach.
- Achieved a **20% revenue** growth by improving spa performance and increasing client engagement.
- Boosted **customer satisfaction** and revenue through a deep product knowledge and a **solution-focused** approach.

## ASSISTANT MANAGER

TrueBody MedSpa, LLC | New York, NY | Apr 2012- Dec 2013

- **Collaborated** with clinic manager to enhance facility performance, developing team-building events & client promotions resulting in repeated surpassing of monthly sales goals of **\$15k+**.
- Engaged with **30+ clients daily**, displaying warm, friendly demeanor leading to increased customer retention & sales, processing client financial applications & maintaining data files.

## ASSISTANT MANAGER

American Laser Skincare | New York, NY | Feb 2006- Mar 2012

- Developed & maintained marketing partnerships to promote company services, formulating strategies to meet monthly sales goals while conducting **35+ client** consultations daily.
- Conducted necessary cash and credit **reconciliations**, ensuring precise financial tracking, and generated concise corporate reports for fiscal management.

## RELEVANT SKILLS

- **Leadership:** Team Building, Leadership Development, Conflict Resolution
- **Sales and Marketing:** Sales Strategy, Marketing Campaign Management, Customer Relationship Management (CRM)
- **Operational Management:** Multi-site Management, Budgeting and Expense Management, Process Improvement
- **Partnership Development:** Strategic Partnerships, Vendor Management, Contract Negotiation
- **Event Management:** Event Planning and Execution, Employee Experience Coordination, Promotional Activities
- **Customer Service:** Client Relationship Building, Customer Satisfaction Enhancement, Complaint Resolution
- **Health and Safety Compliance:** Adherence to Health and Safety Standards, Facility Cleanliness and Maintenance, Regulatory Compliance
- **Documentation and Training:** Document Development (Training Manuals, Resources), Training Program Implementation, Internal Communication
- **Analytical Skills:** Data Analysis, Market Research, Performance Metrics Tracking
- **Strategic Thinking:** Strategic Planning, Business Development, Decision-making under Uncertainty

## EDUCATION

Marketing Management and Sales | CUNY- NYC College of Technology | Associate Degree in Applied Science