

**Ashley Lynn Poulos**  
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### **Objective**

Support the effective and efficient functioning of an organization by providing superior customer service, marketing, and administrative skills.

### **Education**

Bachelor of Arts, University of Maryland Baltimore County  
*Baltimore, Maryland 05/2010*

- Major: Media and Communication Studies
- Minor: American Studies

### **Skills and Abilities**

- Fluent in Spanish.
- Able to take initiative, self-directed, self-motivated.
- Excellent communication and organizational skills.
- Exceptional writing and editing skills.
- Able to manage fast-paced, complex, organizational, administrative and marketing challenges.
- Proficient with Microsoft Office, Outlook, Word, Excel, PowerPoint.
- Experienced in all relevant social media platforms.

### **Select Work Experience**

#### **Analgesic Spine Institute, PLLC – Lansdowne, VA**

*Customer Success Manager, Marketing Director – 01/2021-Present*

- Effectively manage the Customer experience from start to finish.
- Liaison between current patients/prospective patients and the practice on a daily basis.
- Supporting company director and team members with new business as it is acquired.
- Oversaw the editing and launch of a new company website to promote all services offered.
- Creation & Implementation of presentation folders for new clients to engage fully in recommended treatments along their health journey.
- Maintain relationships with referral partners by providing support, information and guidance that will lead to increased number of referrals.
- Achieve or exceed referral quota quarterly and annually.
- Effectively manage the budget for marketing collateral and other customer centric activities.
- Contribute to the team through conference calls and local meeting participation.
- Participate in prospecting activities and special events to increase customer population.

**Nova Physician Wellness Center, Privia Medical Group – Fairfax, VA**

*Practice Liaison, Marketing Director – 10/2018-10/2020*

- Represents the practice at community functions and professional organizations.
- Promotes a positive image for the practice to referral sources, patients, and the community.
- Visits healthcare professionals actively developing and pursuing additional referral sources, as well as facilitating on-going relationships with medical and health communities.
- Maintains healthcare professional database.
- Maintains all marketing material supply for all locations.
- Maintains weekly schedule and activity reporting.
- Produces weekly volume and new patient reporting.
- Manages social media marketing campaign posts.
- Coordinates healthcare professional in-service luncheons with physicians.
- Coordinates business professional meetings to promote Corporate Wellness programs.
- Multi-tasks numerous projects such as, outside events, blogs, referral programs, email marketing, etc.

**Natural Horizons Wellness Centers – Fairfax, VA**

*Medical Administrator, Marketing Director – 03/2012-10/2018*

- Managing all marketing specifics for the company and activities within the marketing department.
- Developing the marketing strategy for the company, in line with company objectives.
- Creation and publication of all marketing material, in line with marketing objectives.
- Planning and implementing promotional campaigns.
- Overall responsibility for brand management and corporate identity.
- Preparing online and print marketing campaigns (including weekly blog content for the website & weekly social media campaigns).
- Monitoring and reporting on effectiveness of marketing communications and campaigns.
- Supporting the medical department with medical administration specific to the Comprehensive Cancer Care program.
- Medical Admin. Assisting for the Functional Medicine doctor.
- Implementing & Managing the Patient Advocacy Program for the clinic's cancer patients.

***References Available Upon Request***