

Brandi Walker Maddox

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Authorized to work in the US for any employer

Work Experience

Director of Sales and Marketing

Sonata Senior Living - Kissimmee, FL

November 2020 to Present

- Increase overall resident census and achieved occupancy targets monthly.
- Plans, develops, and evaluates community's strategic marketing plan.
- Ensure lead database and competitive analysis is accurate and up to date.
- Conduct inside and outside sales, through face to face, after hour marketing, and virtual events.
- Cultivating relationships with referral sources, while prospecting new referral sources.
- Working with Physicians, Case Managers and Rehabilitations Centers through creative marketing events.
- Develops, arranges and provides customer centered tours converting leads into residents.

Owner/Senior Event Planner-GA

Forever Fabulous Events

January 2002 to August 2021

Owned and operated a business that provided services to clients as an Event Planner, Responsible for assigning tasks and planning/organizing weekly meetings for staff members on regards to what we need to improve in the upcoming week and briefings on upcoming events.

- Grew company from a home-based business to 3 brick and mortar locations into a multimillion-dollar company. Planned and executed of all our events as well as maintained event calendar.
- Assigned responsibilities to staff members, regarding promotions, DJ selection, sound system set up, decorations, being very receptive and engaged with our clients, making the event an overall success a top priority
- Involved in vendor selections, Hotel negotiations, as well as on site management. Built relationships with event clients through excellent customer service and execution of flawless events.
- Consulted with customers to identify their objectives for every event and provided them with detailed information on our views and how we can achieve their goals.
- Designed timelines, layouts and production schedules to streamline events and increase efficiency.
- Responded to inquiries, coordinated tours, facilitated bookings of venues from 32 to 2000 guests.
- Planned and organized details from invitations to get away vehicle for weddings with budgets from \$25,000 -\$126,000
- Developed communication and marketing plans for new/existing events. Established, designed and landscaped Non-profit and Homeowner projects ranging from 2 days to 12 months

Director of Sales & Marketing-FL

Certus Assisted Living & Memory Care

November 2019 to November 2020

- Exceeded annual sales targets within assigned territory and accounts every month. Census was seven at my start date, forty-six currently with two average deaths per month.
- Strong inside and outside sales, which include tours, virtual tours, zoom meetings, heavy concentration in customer service and service after move ins. Provide training, education, and strategic coaching for our on-site leadership teams. Build and maintain strong, long-lasting customer relationships that have yielded referrals.
- Partner with referral sources to understand their business needs and objectives and position myself as the solution.
- Currently work with senior leadership to further develop company protocols, training programs, onboarding programs and culture initiatives.
- Projects a positive image of the organization to team members, residents, family members and the communities we serve.

Regional Director-GA

Affinis Home Health & Hospice
May 2018 to November 2019

Tasked to build a dedicated sales organization to propel business growth. Developed sales/marketing business plan, created strategy and recruited new DNA. Led 64 in sales, marketing and administration enforced best practices and accurate forecasting.

- Structured 4.3M in annual recurring revenue, positioning company for 86% growth from 5M to 9.3M.
- Increased company valuation 300% in a year by converting service agreements to multi-year commitments.
- Created, established the first sales training curriculum for sales, including compensation plans, incentive plans, lead generation programs, marketing strategies & high performing sales team. Played a key role in opening 8 new branches in the state of GA.
- Developed additional revenue streams by introducing new product lines to the company's existing offerings.

Regional Hospice Sales Manager- GA

Gentiva/Kindred Home Health & Hospice
April 2017 to May 2018

Responsible to drive assisted living business. To strengthen new business development created and implemented a focused marketing campaign and developed strong relationships in the business community. Directed a team of 12 sales regional managers and executed a strategic business plan focused on new business development to shift share.

- Integrated acquisitions & grew sales of acquired businesses between 25-38%
- Hired, trained, coached, mentored salespeople to consistently exceed personal & developmental sales goals.
- Identified new healthcare verticals to increase market penetration 150% and revenue by 1.8M.
- Created successful online marketing strategies & campaigns to cross sell products & services leading to \$600,000 in additional quarterly revenue from existing clients.
- Developed sales and customer service strategy, conducted need analysis and developed training courses for salespeople and clients, increasing client engagement by 30%.

Regional Sales Manager- GA

Encompass Home Health & Hospice
November 2015 to April 2017

Tasked to grow and expand the sales team. Led company in the Georgia market with 116 employees in 9 branch location. Directed 8 branch managers. Accountable for meeting sales goals; delivered operations excellence; executed on company initiatives and provided outstanding leadership. Managed and ensured proper execution of sales and organizational goals related to key performance indicators and delivered trademark award -winning customer service.

- Improved area in overall productivity and percentage to goal becoming the highest producing area in the entire market, exceeding annual plan by 31%
- Strategized and implemented a plan to increase efficiency by restructuring the staff (increased number of salespeople and decreased support roles) resulting in annual growth by 18%.
- Increased sales by creating numerous initiatives to highlight successes including monthly sales contests, monthly recognition, weekly sales calls and quarterly all-leadership meetings.

Regional VP of Sales & Marketing-GA

4Front Healthcare of Atlanta Home Health & Hospice

May 2011 to November 2015

Hired to produce results for the healthcare start up. Created and implemented sales and marketing strategies for a new and growing home health and hospice company; responsible for growing the business using a targeted business plan including metrics for success. Recruited and facilitated training for all 20 sales professionals, 4 sales managers and their outside sales team.

- Under my leadership, grew company from a small start-up to a prominent heavyweight with over 7 million in yearly sales.
- Designed all company marketing materials including the company logo, website, brochures and promotional items.
- Created and maintained the company marketing plan and employee handbook.
- 95% closing ratio. Created a channel sales program resulting in 5 partners. Doubled sales from previous year in 9 months. Orchestrated company marketing functions, such as golf outings, tradeshow, health fairs and luncheons.

Business Development Manager- GA

It's All About You Catering Co

June 2000 to December 2014

Developed strategic relationships nationwide with key government officials and representative agents, corporate companies, the bridal market, hotels and venues in order to gain interest in company services negotiated contracts and agreements. Wrote detailed reports, proposals, and agreements.

- Successfully managed 2-3M budget products and successfully achieved the project scheduled goals. Developed and implemented new marketing and sales plans and defined the strategy for the next 5 years.
- Successfully advertised, marketed and garnered new business on behalf of the company. Reviewed constantly the customer feedback and then suggested ways to improve the process, customer service, overall quality of our services which increased satisfaction rate from 71% to 95%.
- Improved communication within the company to better understand the competitive position. Initiated, negotiated and signed-on new national and regional customers.

Education

Master of Business Administration in Business Administration

University of Phoenix - Phoenix, AZ

September 2001 to June 2005

BSN in Nursing

Georgia College and State University

September 1995 to May 2000

Skills

- Public speaking/Negotiation/Teamwork/Decision making/Research and strategy/Emotional Intelligence/Out bound Marketing/Sales & Marketing/Re-Branding/Critical Thinking/Conflict Resolution/Coaching.
- Account Management
- Contract Negotiation
- Forecasting
- Outside Sales
- Business Development
- Event Marketing
- Layout Design
- Microsoft Office
- Management
- Senior care
- Memory Care
- CRM Software
- Sales Management
- Event Planning
- Social Media Management
- Project Management
- Cold Calling
- Marketing
- Time management
- Sales
- Primary care
- English
- Recruiting
- Customer Relationship Management
- Public Relations
- Salesforce