

**DEBRA A. RESOVSKY**

520 Spring Lake Circle, Tarpon Springs, Florida 34688

email: [fourraz@msn.com](mailto:fourraz@msn.com)

(727) 421-3709

**Objective**

Marketing a community that provides a high level of service and quality care for residents and their families. Using my diverse and versatile experience to achieve and retain high occupancy.

**Qualifications**

**MARKETING SKILLS:**

- Responsible for overall marketing operations and efforts for independent/ assisted living/ memory care communities.
- Maintained ACT/REP lead tracking systems for referral sources and potential residents.
- Developed relationships with community and health care referral sources.
- Monitored daily census data for development and overall occupancy goals.
- Planned and coordinated events for residents, prospects, professionals and community outreach.

**RESIDENT RELATIONSHIP SKILLS:**

- Developed and maintained relationships with new residents that included visiting and interviewing prospective residents and educating them on the positive aspects of the lifestyle in al IL/ALF.
- Helped residents transition from private residence to IL/ALF by assessing their possessions, designing floor plans, coordinating and participating in move-in process.
- Acclimated new residents upon arrival by introduction to new staff, other residents and features of the community.
- Created a daily pattern where I was readily accessible to residents for questions and concerns.

**ADMINISTRATIVE SKILLS:**

- Developed annual, quarterly and monthly marketing plans and strategies geared toward occupancy, retention and advertising.
- Participated in day-to-day management and operations of the community.
- Responsible for obtaining and distributing all documentation to appropriate departments for each new resident.
- Coordinated all aspects of new resident care with Director of Nursing and staff.
- Assisted in implementation of policies, procedures and regulatory compliance.

**EMPLOYMENT HISTORY**

March 2007 – August 2009

The Palms of Largo Largo FL  
Marketing Associate, Resident Service Director

October 2006 – February 2007

The Barrington Largo, FL  
Marketing Director

August 2002-February 2006

Summerville at Beckett Lake Lodge Clearwater, FL  
Director of Community Relations, Move-In Coordinator

February 1999-July 2002

Balmoral Assisted Living Palm Harbor, FL  
Receptionist

**EDUCATION:**

Assisted Living Administrator CORE TRAINED and CERTIFIED COMPLETE MAY 2006

Traci Build Training December 2005, Trace Marketing Seminar September 2003

**REFERENCES UPON REQUEST**