

PATRICIA WOODALL

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Objective **A management position in which experience, education, and abilities will make a strong contribution to mutual growth.**

Profile

- Nearly 15 years experience as a professional manager.
- Ability to direct projects from concept to fully operational status.
- Goal-oriented individual with strong leadership capabilities.
- Organized, highly motivated, and detail-directed problem solver.
- Proven ability to work in unison with staff, families and professionals.

Education AA Legal/Business Administration
St. Petersburg College, Clearwater, FL

Memberships

- Member of Rotary Club of Dunedin
- Member of Rotary Club of Safety Harbor
- Member of Dunedin Chamber of Commerce
- Member of Clearwater Chamber of Commerce
- Member of Safety Harbor Chamber of Commerce
- National Organization of Women
- Chaired Cancer’s Association Relay For Life
- Chaired Alzheimer’s Association Memory Walk
- Member of Better Living For Seniors

Employment **Palm Garden of Pinellas, Director of Community Relations** *2009 - present*

- Implement marketing plan for the Facility that will exceed business plan census and quality mix
- Majority of time outside of the center in sales/marketing activities that result in referrals from key accounts
- Develop procedures that result in a 65% patient admission rate from qualified inquiries
- Internal in servicing of key employees regarding their role in the sales process
- Maintains up-to-date information on overall product trends and competitors in pricing, product info, bed availability and marketing strategies

Emeritus Senior Living (Summerville Senior Living) *2005-2008*
Area Manager, Marketing Director

- Provide needed assistance in many communities within region
- Nurture existing professional sources while developing new ones
- Implement programs to achieve occupancy and revenue goals

Regional Director of Sales

- Oversaw sales and marketing operations of 10 communities
- Hire, train and supervise community-based marketing directors
- Assist operations in annual budget process
- Accurately complete reports and provide data to home office when required

Cluster Marketer (external)

- Handle all external marketing for 3 communities
- Supervise internal marketers for 3 communities
- Assist with market research

Alterra Healthcare, Marketing Director (internal and external)*2003-2005*

- Assures community awareness of the residence through design and maintenance of outreach plans for providers, social services, senior organizations and other public or private agencies that service the senior population

Benefit of One of America*2001-2003*

- Day to day management of the operations of 2 departments
- In-depth knowledge of COBRA and Flexible Spending Accounts laws and employee benefits

References will provided upon request