

SAMANTHA BUSEKRUS

Ontario, CA | Relocating to Florida | Open to Remote | (618) 604-4253 | Samantha.busekrus@gmail.com

PROFESSIONAL SUMMARY

Results-driven healthcare revenue and patient experience leader who played a key role in scaling one practice from \$520k to a projected \$1.9M annually. Expert in managing the full patient journey through high-value financial conversations, retention strategies, and process improvements that reduce friction and increase lifetime value. Passionate about developing teams and creating patient experiences where people feel genuinely supported.

EXPERIENCE

Sales Manager

Ahava Chiropractic | Rancho Cucamonga, CA | Feb 2023 – Present

- Played a key role in revenue growth by helping scale the practice from \$520k (2022) to \$1.65M (2025), on track for \$1.9M in 2026.
- Led high-value financial alignment conversations with patients, consistently achieving close rates averaging 50% on \$3,400+ care plans while meeting or exceeding monthly and quarterly revenue targets.
- Improved patient retention and experience by resolving customer service issues and implementing re-engagement strategies to increase lifetime value.
- Served as a member of the leadership team, establishing individual and team performance goals while driving accountability for KPIs.
- Strengthened operational efficiency by creating automations and patient journey processes.
- Processed patient files into EHR software.
- Managed revenue-related patient conversations from initial discovery through financial alignment, translating clinical findings into clear treatment and payment plans that increased patient understanding and commitment.

Fitness Trainer

Lead The Way Fitness | Rancho Cucamonga, CA | Mar 2022 – Feb 2023

- Converted prospects into long-term training clients through consultative conversations.
- Delivered personalized coaching that increased client retention through accountability and measurable progress.

Fitness and Nutrition Coach – Founder

Busekrus+ | Rancho Cucamonga, CA | Dec 2021 – Jan 2023

- Created and managed an online fitness coaching brand with monthly subscriptions and nationwide product sales.
- Handled all lead generation, marketing, and client onboarding.
- Maintained strong client retention through accountability and measurable results.
- Developed and sold high protein baked goods - fulfilling and shipping orders nationwide.

Softball Instructor

Self-Employed | Ontario, CA | Oct 2021 – Oct 2025

- Built a steady base of repeat athletes through social media, referrals, and results-driven coaching.
- Managed scheduling, payments, and follow-ups to keep training consistent and organized.
- Designed custom training plans to drive measurable progress and retention.

Office Manager / Sound Editor

Boom Box Post | Burbank, CA | May 2018 – Oct 2021

- Coordinated with executives, producers, and creative teams to manage projects, priorities, and deadlines.
- Edited and delivered audio projects on time, ensuring client satisfaction and consistent quality.
- Managed office operations, improving communication, and workflow efficiency.
- Onboarded, trained, and supervised interns, providing mentorship and performance feedback.
- Acted as a first point of contact for executives and clients, building strong relationships through professionalism and clear communication.

SKILLS

Healthcare Operations • Revenue Operations & Growth • High-Ticket Consultative Sales • Team Leadership & Coaching • Client Retention & Journey Optimization • Process Improvement & Playbook Development • Remote Team Collaboration • CRM & KPI Tracking

EDUCATION

Barry University

Bachelor of Arts in Broadcast and Emerging Media | Minor in Music