



Susan Gregorio

Sales And Marketing Leader



Professional Summary

Results-driven sales performer with solid 20-year history of success in bringing in new customers, managing revenue streams and maintaining solid account relationships. Continuously monitor competitors and research market conditions to stay responsive and successful in dynamic environments. Persuasive negotiation and program management abilities. Adaptable and forward-thinking Director of Sales and Marketing methodical about capturing every business development opportunity with multi-pronged approaches. Focused on continuous improvement of sales numbers through strategic management of teams and monitoring of market trends. Skillfully build connections and remove roadblocks by leveraging Senior Care industry expertise.



Work History

2017-02 -
Current

Director of Sales

Sunrise Senior Living, Cohasset, MA

- Effectively executes Community Marketing and Sales Planning
- Administration of Business Affairs relating to Marketing and Sales
- Advances leads through sales process with objective of reaching and maintaining budgeted occupancy and revenue goals
- Manages lead database
- Facilitates meetings and tours for potential prospects
- Creates and successfully implements Quarterly Marketing Plan



Contact

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E-mail

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Skills

20 Years Sales Experience

●●●●●
Excellent

Marketing and Sales

●●●●●
Excellent

Community Outreach

●●●●●
Excellent

Workflow Management

●●●●●
Excellent

Generating Referrals

●●●●●
Excellent

Maintaining Client
Relationships

●●●●●
Excellent

Business Promotion

●●●●●
Excellent

Budgeting

●●●●●
Excellent

2016-10 -
2017-02

Marketing Liason

Home Helpers Of The South Shore, Hanover, MA

- Generated referrals for Home Help Care by establishing and nurturing relationships with hospitals, skilled nursing facilities, assistant living, hospice and other referral agencies
- Visited referral sources in-person to develop and strengthen relationships
- Assisted in developing Marketing Strategies with management

Facilitating Meetings and
Tours

●●●●●
Excellent

Special Event Coordination
●●●●●
Excellent

Presentations
●●●●●
Excellent

Senior Care Market Expert
●●●●●
Excellent

Administration and
Delegation
●●●●●
Excellent

2015-09 -
2016-10

Sales Manager

Brookdale Senior Living, Plymouth Beach, MA

- Responsible for Internal and External Sales and Marketing
- Managed lead base and advancing leads through the sales process
- Accomplished sales goals and maintained budgeted occupancy through company knowledge and customer relationship management
- Facilitated meetings and tours for prospects and their families
- Coordinated special events and presentations within the community geared toward professionals and lead base

2005-01 -
2015-09

Senior Director of Sales and Marketing

Sunrise Senior Living, Cohasset / Braintree, MA

- Responsible for the community marketing and sales planning and execution
- Administration of business affairs relating to marketing and sales

- Advanced leads through sales process with objective of reaching and maintaining budgeted occupancy and revenue goals
- Managed lead database
- Facilitated meetings and tours for potential prospects
- Created, updated, and successfully implemented Quarterly Marketing Plan
- Maintained strong community outreach
- Built and maintained strong referral sources with professionals such as doctors, hospitals, rehab facilities, elder law attorneys, etc.
- Demonstrated strong understanding of senior care market, especially in local competitive environment
- Coordinated special events and presentations geared toward professionals and lead base

Director of Community Relations - Sunrise of Cohasset

- Responsible for overseeing and supervising the sales and marketing operations
- Managed the lead database through the sales process; meets with prospects and gives tours of the community
- Understood the needs of the prospect and showed proven results in building customer loyalty

Community Relations Associate - Sunrise of Cohasset

- Assisted Director of Community Relations in all aspects of sales and marketing for assisted living
- Worked in Direct Sales and Community Outreach
- Responsible for lead-base management, mailings, and resident move-in paperwork
- Conducted tours of community to prospective residents and their families



Certifications

Business Management Certificate Program

Northeastern University - Boston, MA

1999



Accomplishments

- Horizon Award Honor - Sunrise of Braintree
- Unit Occupancy 2nd Quarter (2014)
- Resident and Unit Occupancy 3rd Quarter (2013)
- Resident and Unit Occupancy 4th Quarter (2013)
- Unit Occupancy 1st Quarter (2012)