**Carolyn Davidson**

**Mableton, GA 30126**

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**SUMMARY**

High achieving **business professional** with proven record of delivering results and building territories. Comprehensive experience in growing market share, boosting profits, as well as cultivating and maintaining strong client relations to achieve sales targets. Creative problem solver with a positive, can-do attitude, coupled with continually building working relationship with customers to uncover needs for growing existing business and seeking out new opportunities.

* Excellent communication, presentation, interpersonal and negotiation skills
* Maintains strong product knowledge to engage target customer base
* Monitors competition and industry trends to differentiate products
* Ability to work with minimum supervision
* Develop and implement sales plan for assigned territory
* Leadership and team building
* Strong ethical and professional foundation
* Pharmaceutical Expertise
* CRM experience

**EXPERIENCE**

**Program Director**

**Healogics Wound Care and Hyperbaric**, Jacksonville, FL

(Contract position) 2014 – 2015

Responsible for implementation, ongoing management and strategic growth of the outpatient wound care, HBO. Over saw the day to day program operations at the center. Responsible for management of staff, budgeting, revenue and cost management, reimbursement, quality management, performance improvement, marketing and community education. Maintained collaborative and consultative relationships.

* Continuously analyzed systems and processes
* Monitored clinic flow to improve efficiencies and productivity
* Worked with hospital and company personnel to ensure availability of adequate supplies, equipment and services
* Managed and coordinated all aspects of the revenue cycle including inquiry conversion, scheduling, registration, treatment authorization, documentation, coding, charge entry, billing, collections and denial processes
* Regularly reviewed the Charge Description Master and Superbill to ensure appropriate reimbursement
* Stayed current with reimbursement changes (ICD 9, ICD 10 as of 10/15)
* Reviewed and analyzed financial report
* Planned and managed community outreach events and sponsorships

**Medicaid Outreach Representative**

**Hewlett Packard**, Tucker, GA

Responsible for marketing the Electronic Health Records (EHR) program to professional hospital associations within the state of Georgia.

* Contact providers daily to promote certified EHR adoption and encourage participation in the Medicaid EHR Incentive Program
* Review e-mails and respond to all contacts within 72 business hours
* Developed marketing materials
* Conduct onsite visits with providers with the objective of marketing EHR
* Provided assistance for eligible professionals with patient volume calculator (PVC), MIP policy and procedure
* Attend association meetings
* Presentation by webinars, association meetings and on-site

**Territory Manager**

**Acosta Sales & Marketing,** Jacksonville, FL **2012 – 2014**

Responsible for promoting Nestle, Proctor & Gamble, Kellogg core products and negotiating contracts to CVS Pharmacy, Texaco, BP, etc., in the Atlanta West Territory.

* Assisted supervisor on new product introductions, contests, etc.) as assigned
* Effectively communicate client information to customers
* Deliver sales results against quotas across all clients in assigned territories
* Achieved new and existing contracts
* Attend Tradeshows

**Senior Specialty Sales Representative**

**Upsher-Smith Laboratories**, Minneapolis, MN **2003 – 2009**

Successfully sold and promoted estrogen, cardiovascular, antibiotic and dermatology products to target physicians, pharmacies and other healthcare professionals in Atlanta West Territory. Effectively communicated clinical product information across all therapeutic areas.

* Ranked in the top 10% in the nation
* Ranked 4 of 70 in the nation in percent to goal
* Consistently analyzed sales data and utilized consultative selling techniques which resulted in 118% attainment to goal for all promoted products in 2009
* Increased market share by 1% and consistently achieved share change above national and district average
* Selected as corporate guest trainer and District Team Captain, 2007
* Effectively organized and executed physician speaker programs which expanded the demand for all products
* Led partnership with team members to strategize and develop district and territory sales plans
* Worked as a resource to medical staff

**EDUCATION**

**BS,** Tennessee State University, Nashville, TN