

# Annaly Rocha

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Dedicated and detail-oriented with a strong background in schedule coordination, customer service, and office management. Seeking a position where I can leverage my experience, strong communication skills, and commitment to delivering exceptional results to contribute to the success of a dynamic organization.

## EXPERIENCE

### **IV Concierge, Delray Beach** — *Schedule Coordinator*

JUNE 2022 - MARCH 2023

- Managed nurses' schedules based on provided availability, ensuring efficient operations and optimal staffing levels.
- Proactively identify customer needs and provide customized solutions to meet their specific requirements, resulting in increased customer satisfaction and repeat business.
- Utilized clinical and product knowledge to provide coaching and guidance to patients, promoting their well-being and ensuring their understanding of treatment options.
- Developed and executed sales strategies to achieve and exceed sales targets, resulting in increased revenue for the company.
- Responded promptly to changes in promotions by effectively communicating with staff, creating visually appealing graphics, and preparing engaging point-of-purchase materials.
- Answered and directed phone calls, taking detailed messages when necessary, and providing prompt assistance to callers.
- Made appointments and offered recommendations based on patient information, ensuring a personalized and efficient service.
- Provided counseling and training to employees, fostering their professional growth and contributing to a high-performing team.

### **LensCrafters, Delray Beach** — *EyeCare Advisor*

NOVEMBER 2021 - MARCH 2023

- Performed pre-examination testing with accuracy and attention to detail, ensuring comprehensive and precise results for the optometrist.
- Maintained and disinfected contact lens inventory, ensuring compliance with hygiene standards and providing clinical support to the optometrist as needed.
- Utilized clinical and product knowledge to coach and guide patients on the care and handling of contact lenses, promoting their comfort and eye health.
- Counseled employees and trained new office staff, ensuring a high level of performance, adherence to company policies, and exceptional customer service.
- Monitored office supplies and proactively ordered new contact lens trials as required, ensuring smooth operations and uninterrupted service to patients.

- Made appointments and verified insurance information, streamlining the scheduling process and maximizing efficiency.
- Handled correspondence, billing, and bookkeeping tasks accurately and efficiently, maintaining accurate records and contributing to smooth administrative operations.
- Answered and directed phone calls, providing friendly and professional assistance, and taking detailed messages when necessary.

### **FAMILY EYECARE, Coral Springs** — *Office Manager*

MARCH 2021 - NOVEMBER 2021

- Reported office progress to senior management, collaborating to improve office operations and procedures.
- Organized maintenance companies to ensure cleanliness, safety, and proper functioning of office appliances.
- Interviewed and trained new office employees, providing counseling to those struggling in their roles.
- Monitored office supplies and ordered new contact lens trials as needed, ensuring efficient inventory management.
- Made appointments and verified insurance information, optimizing the scheduling process for patients.
- Handled correspondence, billing, and bookkeeping duties accurately and efficiently.
- Answered and directed phone calls, taking detailed messages as required and providing prompt assistance to callers.

### **SKILLS**

- Excellent organizational and time management skills, ensuring efficient scheduling and appointment management.
- Strong attention to detail and accuracy in performing tasks.
- Effective communication and interpersonal skills, facilitating positive interactions with patients, colleagues, and management.
- Clinical expertise and product knowledge in the eyecare industry.
- Proficient in handling correspondence, billing, and bookkeeping tasks.
- Skilled in employee counseling, training, and fostering a positive work environment.
- Bilingual proficiency in Spanish, enabling effective communication with diverse patients.
- Proficient in Microsoft

### **EDUCATION**

#### **Florida Atlantic University** — *Computer Science*

Expected Graduation: May 2025

#### **Palm Beach State College**

Associate of Arts (AA)