**KIMBERLEY A. TAGLIA**

12 Spindle Hill Road #10F

Wolcott, Connecticut 06716

(203) 441-4316 • (203) 592-3360 • TAGLIAS@aol.com

**QUALIFICATIONS SUMMARY**

Over twenty-five years experience in the fields of marketing, public relations, advertising, personnel, and communications, medical and human services.

**MAJOR PROFESSIONAL ACHIEVEMENTS**

* Opened Park City Residential Care Home being responsible for all hires, personnel policies/procedure and training. Filled facility to capacity (50) residents.
* As administrator of The Elton Residential Care Home I was able to increase census to full capacity within the first three months of being hired.
* Recruited as consultant to largest ophthalmology group in Massachusetts to design and assist implementation of an entire marketing public relations program. This entailed training of staff to creating marketing tools needed to carry out designed efforts.

1. As Regional Director/Administrator for Bowers Health Care Facilities/Connecticut Healthcare, Inc. I was able to increase the private pay census by 20% in all three rest homes and have continued to maintain while simultaneously reducing operating problems by the development of personnel policies and procedures.
2. Hired by the largest home care/staff relief agency in Connecticut to manage and assist in marketing efforts.
3. Hired by the largest eye care provider in Connecticut to create and implement an entire marketing/public relations program. During my tenure this multi million-dollar organization increased revenues by over 200%.
4. Created an Ophthalmic Technician Allied Health Program with the Waterbury Board of Education for the Vocational Education Program in the Waterbury School System.
5. Managed and coordinated the opening of nine new satellite locations for OptiCare Eye Health and Vision Centers.
6. Created a new position at a major Rehabilitation Health Care Center to provide outreach services to the community, thus promoting an excellent public relations campaign.
7. Assisted in the development of a thirteen town, multi-faceted substance abuse prevention/regional action council that involves members of every sector of the community.

**EXPERIENCE**

THE ELTON RESIDENTIAL CARE HOME

Waterbury, Connecticut

***Director/Administrator* 1997 – Present**

Responsible for the overall operation of facility. Directly responsible for resident occupancy as well as all personnel issues.

* Responsible for adhering to all State regulations.
* Directly handle all marketing/public relations’ efforts.
* Responsible for all recruitment, staffing, personnel.
* Responsible for occupancy and care of (96) residents.
* Work directly with area hospitals, nursing homes, and elderly agencies, social workers and discharge planners to place residents in proper levels of care.

PARK CITY RESIDENTIAL CARE HOME

Bridgeport, Connecticut

***Administrator/Director* 2001 - 2006**

Managed and coordinated the opening of (50) bed facility. Recruited and hired all personnel. Implemented and developed personnel policies and procedures. Directly responsible for increasing occupancy to full capacity.

* Directly responsible for overall operations.
* Developed and instituted all personnel policies and procedures.
* Responsible for recruitment of staff and supervisors.
* Directly responsible for all admissions to facility.

HEALTH RESOURCES HOME CARE/STAFF RELIEF

Bowers Health Care Facilities / Connecticut Health Care, Inc.

Cromwell, Connecticut

***Regional Director/Administrator* 1993 - 1997**

Responsible for the overall operations for three homes for the aged facilities. Responsible for recruitment and supervision of all staff in relation to personnel policies and procedures.

1. Responsible for adhering to all state regulations.
2. Responsible for all purchasing of goods and services.
3. Directly handles all marketing/public relation efforts.
4. Directly responsible for profitability of three homes.

***Director of Marketing/Public Relations* 1992 - 1993**

Responsible for development and implementation of marketing and public relation efforts to statewide Home Care and Professional Staff Relief Agency and three Homes for the Aged Facilities (Rest Homes). Assuming full responsibility for admissions for Rest Homes.

1. Direct personal contacts to Social Workers, Case Workers, Discharge Planners of hospitals and rehabilitation centers throughout Connecticut to present Home Care and Rest Home Options.
2. Direct personal contacts to Directors of Nursing and Administrators of hospitals, and various Health Care Providers throughout Connecticut to present Staff Relief availability.
3. Arranged and conducted tours of three Homes For The Aged for interested clients, family members, conservators, local senior centers and medical personnel.
4. Coordinated admissions and discharges, maintaining and building waiting lists for three Homes For The Aged.
5. Acted as a liaison to families and conservators of Home For The Aged residents.

**SPECIAL TRAINING**

* CT Housing Finance Authority & Spectrum Enterprises Low-Income Tax Credit – 2003,2009
* Medication Administration in a Residential Care Home – 2003, 2009
* Medicare D, the Road To – 9/2005
* Administration of Medication – 8/2003
* Marketing Strategies for Small Business – 6/2000
* Continuum "Health Care Marketing in the 90's" - 6/95

1. HFAA "Homes For Aged vs. Assisted Living" - 4/95
2. All Care Pharmaceutical "Increasing Your Census" Workshop - 10/92
3. OSAP Community Partnership Training - 11/90, 2/91, 6/91, 8/91, 1/92
4. President's Drug Advisory Council Workshops - 11/90, 2/91, 1/92
5. Small Business Association Management Marketing Workshops - 6/88, 6/89, 6/90

**COMMITTEES AND CIVIC PARTICIPATION**

* SELF Inc. – Board of Directors
* Central Naugatuck Valley Council on Aging
* Miss Fairfield County Scholarship Program
* Miss New Haven County Scholarship Program

**EDUCATION**

Manchester Community College

Associates of Science

Major: Respiratory Therapy

**EDUCATION**

**EDUCATION**