

# ELIZABETH MARIE BETSON

HIRE.ELIZABETHB@GMAIL.COM • (312) 523.6571 • WWW.LINKEDIN.COM/IN/ELIZABETHBETSON

## SUMMARY OF QUALIFICATIONS

- Accomplished sales professional with 5+ years of experience in medical device, biotechnology, and insurance sales and marketing.
  - Consistent track record of high performance in sourcing and cultivating leads, account growth and management, traditional and digital marketing, clinical staff training, persuasive presentation, and selling expertise to motivate both buyers and team members to success.
- Proficient in the use and organization of social media, CRM platforms, and multiple computer operating systems (MacOS/Windows/IOS, WPM 100); business applications including, but not limited to, Microsoft Office Suite, iOS Apps, Adobe Photoshop, SEO, Salesforce, Oracle, and various web-editing applications.
  - Developed revenue, appointment-generating websites ([www.mindthemedgap.com](http://www.mindthemedgap.com), [www.elaserbeth.com](http://www.elaserbeth.com))
- Exceptional leadership, public speaking and written communication (both English and basic Spanish), relationship-building, analytical, and problem resolution skills. Thrives in both independent and collaborative work environments.

## EDUCATION & ORGANIZATIONS

### DEPAUL UNIVERSITY – Chicago, IL

#### Bachelor of Science: Biology, minor in Psychology (with Honors) – 2013, 3.15/4.0 G.P.A.

- Two-time published co-author in *Journal of Macromolecular Science, Part A: Pure and Applied Chemistry*.
- Elected research assistant in Organic Chemistry, Biology, Physics, and Psychology departments, refining skills in chromatography, cloning and DNA protein analysis, polymer construction, evolutionary analysis, field study, and cognitive science.

### LABETTE COMMUNITY COLLEGE – Parsons, KS

#### Associates: Certified Nurses' Aide – 2004, 4.0/4.0 G.P.A.

- Graduated and tested top of class while gaining hands-on cadaver training to apply advanced anatomy & physiology, medical terminology, surgical, and clinical skills in nursing homes, hospitals, and general healthcare practices.

### ACTIVE AFFILIATIONS

Laser Institute of America • Health Physics Society • American Society for Aesthetics

### VOLUNTEER ORGANIZATIONS

Anti-Cruelty Society • Habitat for Humanity • Big Brothers Big Sisters of America

## RELATED EXPERIENCE

### DAC MANAGEMENT, LLC • Research Assistant, Contributing Advisor

Chicago, IL. Los Angeles, CA—November 2013-Present

- Articulated and communicated detailed technical medical research to business owners and executive management team.
- Quickly advanced within the company, helping to recruit and hire new talent after demonstrating leadership skills and a self-starting initiative, to aid in the acquisition of Medical Entrepreneurs II, Inc's groundbreaking cardiology biotechnology.

### VQ ORTHOCARE • Account Executive, Bracing Specialist

Greater Los Angeles, CA—February 2017-January 2018

- Educated doctors within the orthopedic, sports medicine, veteran, geriatric, physical, and occupational therapy fields on non-invasive pain management techniques.
- Assisted patients one-on-one to guarantee proper fitting and understanding of braces and pain management techniques.

### ALMA LASERS • Associate Sales Representative, Product Specialist

Greater Los Angeles, CA—June 2016-February 2017

- Repeatedly ranked highest throughout the nation in market knowledge evaluations covering body contouring, vaginal health, skin rejuvenation, tattoo, hair, and vein removal in laser and energy-based devices.
- Out-performed seasoned veterans in the field, prospecting and elevating clients in plastic surgery, dermatology, obstetrics and gynecology, urology, internal medicine, and medical spas.
- Promoted to Product Specialist and closed \$400,000 within six months with \$2 million actively working in pipeline.

### AFLAC • Independent Sales Representative, Broker Sales Representative

Los Angeles, CA—June 2014-May 2016

- Built robust client base and developed budget solutions and strategies for both small businesses and Fortune 500 companies.
- Proven sales leader and hunter, awarded "Fast Start" and "Fireball" recognition by writing \$25,000 in traditional gross annual premiums within first three months utilizing SPIN and solutions-based selling.
- Promoted from Independent Sales Representative in less than one month—a record for the Southern California region.

### ELITE MODEL MANAGEMENT, MODELWERK, CESD/WILHELMINA MODELS • Model, Spokesmodel, Improvisational Host

Travel Heavy: New York, NY. Hamburg, Germany. Los Angeles, CA—March 2001-Present

- Drove indirect and direct sales of major brands by adapting to the image and demands of each client including *U.S. Cellular*, *Mercedes-Benz*, *TRESemmé*, *Bumble and Bumble*, *Capital One*, *Tommy Hilfiger*, *DKNY*, *Vera Wang*, and *MasterCard*.
- Utilized dedicated autonomy and time-management skills to ensure both individual and industrial success.