**Gail Funderburk, M.Ed**

**Dallas, TX**

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**EMPLOYMENT**

**1st Step Behavioral Health,** Dallas, TX July 2015-May 2018

*Regional Outreach Director*

* Launched new marketing position to generate referrals by developing relationships for FL behavioral health treatment facility with large hospital systems in multi states, specifically the Midwest and Southern regions
* Grew admissions 201% Top Producer 2016 and 2017 opened 37 new accounts
* Hired, trained and supervised Midwest Outreach Coordinator to successfully exceed $500,000 revenue within 6 month of plan
* Implemented marketing and advertising campaigns by researching profitable business alliances in areas of need, assembled and analyzed sales forecasts, prepared marketing and advertising strategies, plans and objectives while keeping within budget requirements
* Supported Chief Executive Officer by providing sales data, marketing trends, forecasts, account analyses and new product information relaying customer requests
* Planned meetings with identified referral networks, trade shows and community outreach events by identifying, assembling and coordinating requirements, establishing contacts, developing schedules and assignments
* Developed marketing campaign emphasizing reasons to leave the area for treatment, educated referral sources on benefits of leaving the area

**The Point Group (Enterhealth)** Dallas, TexasMarch 2012 – July 2014

*Healthcare Marketing Manager*

* Built, led client digital marketing 5 person team for Baylor Scott and White Healthcare advertising and product strategies with downstream revenue in mind
* Identified and developed long-term growth strategies for existing and new clients by understanding the client’s needs
* **Enterhealth**

*Marketing-Referral Relations*

* Established and maintained relationships to exceed assigned volume goals for addiction services while ensuring that internal and external obstacles to business growth and retention were identified and minimized or eliminated
* Educated and built relationships by conducting face-to-face meetings with identified targets to facilitate referral growth and maintain long- term referrals to generate continuous flow of admissions to exceed marketing objectives
* Planned educational objectives and coordinated presentations (CME), speaking engagements, events, provided tours, acted as a liaison to the referring physician to ensure ease of referrals, while seeking new business development opportunities
* Developed detailed sales/marketing plans, strategies and action steps to achieve volume goals and outcomes, created volume tracking and reporting system, documented and analyzed referral sources (new, existing, volume loss/gain, category, splitter/loyal physicians etc.), business trends, all marketing intelligence including referral and provider feedback to quantify volume opportunities
* Grew revenue 200% over prior year by implementing outreach for outpatient marketing program

**Altria Group,** Grand Island, NebraskaJuly 2010 – July 2011

*Territory Sales Manager*

* Implemented monthly marketing programs, promotions and platforms for consumer packaged goods company by educating customers on compliance and procedures to activate local and nation initiatives and promotions to build and maximize brand development and performance for chain retail stores, including Bosselman’s, Pump & Pantry Stores, Casey’s Stores, Walgreens and Wal Mart.
* Analyzed customer insights and business trends to develop business growth strategy
* Exceeded monthly territory coverage, sold new products and promotions into 100% of stores resulting in 37% increase of incremental revenue with $10,000,000 in total sales

**Ad Pages Magazine**, Plano, Texas December 2007 – July 2009

*Direct Mail Advertising Consultant*

* Educated and developed new customer base by selling direct mail advertising while strategically increasing client base and revenue to grow revenue
* Acquired 31 new accounts in 10 month period $75,000 of additional revenue

**The Dallas Morning News (Belo Corp)**, Dallas, Texas March 2000 – November 2007

*Sales Manager/Sales Trainer/Account Executive*

* Hired, managed, mentored, trained and coached 10 account executives in 17 different community publications, into reaching higher levels of success while growing revenue 47% over prior year
* Researched, developed, managed the implementation of new-hire, customer service, business development, product and sales training curriculum for 15 departments
* Earned President’s Club each eligible year, Salesperson of the Quarter, Salesperson of the Month, Pinnacle Award

**EDUCATION**

University of Arkansas at Little Rock, Little Rock, Arkansas

**Master of Education in Adult Education with emphasis in Training/Mid Management** -GPA 3.97

University of Arkansas, Fayetteville, Arkansas

**Bachelor of Science in Education**