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### Objective

Experienced and compassionate senior care professional seeking a Sales Director position within an assisted living community. Bringing a strong background in family guidance, dementia care, and referral development. I'm passionate about helping seniors find the right home and support. I am eager to begin the next chapter in my career where I can combine my skills in a role that offers both purpose and long-term stability.

### Senior Care Advisor

American Senior Home Finders | February 2025–Present

- Guide families through the senior placement process, assessing care needs and recommending appropriate assisted living, memory care, or board-and-care options
- Build and nurture referral relationships with social workers, discharge planners, in-home and hospice care providers, and more.
- Conduct client intakes, coordinate tours, and support families from initial inquiry through move-in.
- Maintain accurate notes and track referral activity using CRM platform (Senior Place)
- Lead outreach efforts through strategic networking and independent field marketing, driving visibility and new referral opportunities.
- Collaborate with a small internal team to share leads, track progress, and improve placement outcomes.
- Provide compassionate, solutions-focused guidance to families during times of stress and transition.

### Connections For Living Director

The Montera, La Mesa | Dec. 2023 – Sept. 2024

- Managed daily operations of the Memory Care neighborhood, ensuring high-quality resident care.
- Recognized as a trusted dementia care expert within the community; sought out by peers and leadership for guidance on behavior management and resident engagement.
- Conducted assessments and re-assessments; communicated care changes to nurse, families and staff.
- Developed individualized service plans and coordinated interdisciplinary care with dietary services, activities, and outside service providers.
- Hired, trained, and supervised team members; managed scheduling and timecard oversight.
- Oversaw the planning and execution of activity programming to promote resident engagement and cognitive wellness.
- Maintained regulatory compliance, supply inventory, and staff education.
- Assisted care staff in providing hands-on support to residents when needed, ensuring continuity of care and promoting a team-oriented environment.

### Director of Wellness Programming

The Montera, La Mesa | Sept. 2019 – Dec. 2023

- Planned and led engaging, person-centered activity programs tailored to residents with dementia.

- Received the Pursuit of Excellence Award at the 2023 company-wide leadership conference for exceptional performance.
- Appointed as a Company Mentor, training and supporting new Directors of Wellness Programming across multiple communities.
- Recognized as a dementia care resource within the community; frequently consulted for expertise in interpreting behaviors and enhancing resident engagement
- Leveraged supportive technology (Eversound, iN2L, Rendever) to enhance cognitive stimulation and participation
- Managed and updated the community's Connected Living app with activity calendars, menus, and photos.
- Maintained strong relationships with families, providing updates on participation.
- Provided daily leadership to staff, modeling positive engagement approaches and supporting a compassionate culture.

### Enrichment Leader

Belmont Village of Sabre Springs, San Diego | April 2018 – Sept. 2019

- Implemented Circle of Friends programming to support cognitive, emotional, physical and social well-being of resident's with dementia in an assisted living setting.
- Conducted Montreal Cognitive Assessments (MoCA) to monitor progression of dementia.
- Coordinated off-site outings to museums, restaurants, and community locations, ensuring safe and enriching experiences for residents.
- Led large group activities with warmth, enthusiasm, and therapeutic purpose, fostering inclusion and joy among residents.

### Activity Assistant

Palomar Vista Healthcare Center, Escondido | Sept. 2017 – April 2018

- Supported planning and delivery of group and one-on-one activities, encouraging resident engagement and emotional well-being.
- Observed resident behaviors and provided appropriate diversional interventions to reduce agitation and promote comfort.
- Transported residents to and from activities; monitored participation and documented engagement.
- Assisted Activities Director in creating monthly activity calendars, managed supply budgets, and coordinating with external vendors for special events.

### Education/Certifications

B.S. Stony Brook University, Major Health Science, Concentration in Disability Studies, Minor in Dance  
Certified Dementia Practitioner

### Skills

• Care Needs Assessment • Senior Living Navigation • RCFE Licensing Knowledge • Family Guidance  
• Building Referral Networks • Nurturing Professional Partnerships • Community Outreach • Intake & Tours  
• Family Education • Dementia & Alzheimer's Behavior Understanding • Person-Centered Approach • Staff Mentoring & Team Collaboration • CRM Software • Time Management • Compassion • Empathy