

## Contact

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## Top Skills

Management of Multiple Student Organizations

Management and Team Leadership Skills

Social Media Marketing

# Kasey Boykin, BA, LPN

Director of Marketing and Admissions; Nurse  
Baton Rouge, Louisiana Area

## Summary

Senior advising consultant; Senior Marketing Director and Management consultant with a distinguished history of working in the sports, community and health industries. Skilled in CRM, Event Management, Sales and Marketing, Leading Organizations and employees, Business Operations and Development. Bachelor of Business Administration and Marketing; MBA-(expected graduation Aug 2020); LPN.

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## Experience

Colonial Care Retirement Center  
Director of Marketing and Admissions  
August 2019 - Present (1 year)  
Baton Rouge, Louisiana

LifeSource Home Health, LifeSource Services Hospice  
Care Transition Coordinator  
January 2019 - August 2019 (8 months)  
Baton Rouge, Louisiana

Angmar Medical Holdings, Inc.  
Account Executive  
November 2017 - January 2019 (1 year 3 months)  
College Station

Create and implement comprehensive and strategic marketing plan and budget monthly, annually

Responsible for management of Physician Liaisons (sales reps) – train, develop and motivate liaisons to achieve new patient quotas and other objectives

Establish regional and individual performance objectives for Physician Liaisons and marketing department

Manage online marketing strategy efforts, including maintaining social media accounts; manage media inquiries

Continually monitor competitors' marketing strategy and services to remain competitive; Contribute well-researched and new ideas for improving efficacy of the marketing department

Analyze practice growth related to marketing strategies, and accept accountability for success/failure of strategies and adjust plans as dictated by financial/market indicators

Provide consistent reporting on status of marketing plan/budget, Physician Liaison program challenges/achievements and sales outcomes

## CHI St. Joseph Health

### Patient Care Technician- Emergency Department

August 2014 - December 2017 (3 years 5 months)

Bryan/College Station, Texas

- \*Establishes effective working relationships by communicating clearly and effectively with customers, physicians, hospital departments and co-workers
- \*Gives basic bedside nursing care including Accucheck, VS, I&O, draw labs, IV starts, Incentive Spirometer, etc.
- \*Documents patient care correctly in Meditech, discharge in Meditech
- \*Assists with obtaining physician signatures for telephone, written and verbal orders
- \*Works with, cleans up and disposes of body fluids, blood and secretions appropriately
- \*Effectively work with a trauma team to ensure patient safety and punctuality of care
- \*Coordinate a detailed plan with patients, to provide exceptional service, to fit financial needs
- \*Responsible for the training of new employees at the Bryan and College Station locations
- \*Maintain weekly schedules and staffing needs
- \*Meet monthly collection goals, balance accounting drawer
- \*File with insurance companies including Medicare and Medicaid, knowledge of ICD-10 codes

## Enterprise Rent-A-Car

### Assistant Manager, Marketing Manager

August 2011 - September 2014 (3 years 2 months)

Bryan/College Station, Texas Area

Responsible for car sales, rental sales, daily branch operational management, customer satisfaction ratings, and market business to key accounts

Led branch to highest operating profit, sales numbers, customer satisfaction rating, and income per car in 12 months

Responsible for monthly & yearly reviews, employee development, recognition of achievements, hiring employees

Utilize spreadsheets to track sales numbers and progress, balance cost and revenues, develop and monitor branch budget

In charge of employee scheduling, payroll management, promotional marketing, accounts receivable & account payable

Operated a satellite branch that led to the highest customer satisfaction rating in the area 3 months running

Responsible for correctly utilizing automobile fleet & ensuring daily branch operations are in order, track daily sales numbers

Accountable for increasing operational profits & decreasing branch expenses

Responsible for profit & expense spreadsheets, increasing profits, and market to major and minor accounts

Member of the project planning & implementation team including the development of a new store, member of the college recruitment team, member of top sales team for Central Texas region for 8 consecutive months

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## Education

### Western Governors University

Master of Business Administration - MBA, Health/Health Care Administration/Management · (2019 - 2020)

### University of Texas at Tyler

Bachelor of Business Administration - BBA, Marketing · (2007 - 2011)

### Blinn College

Licensed Vocational Nurse, Nursing