



**Jill Obrochta**

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*Proven Product & Program Sales Representative + Media & Speaking Professional*

**MARKETING • BUSINESS DEVELOPMENT • COMMUNICATIONS**

**Project Management ♦ Market Analysis ♦ Strategic Planning ♦ Branding ♦ Budgets ♦ Profit & Loss ♦ Writing ♦ Marketing Communication ♦ Television ♦ Radio ♦ Internet & Interactive ♦ Special Events ♦ Public Speaking ♦ Image Coaching ♦ Sales Training ♦ Business Presentations ♦ Negotiations ♦ Customer Relations**

DYNAMIC AND DAZZLING, CREATIVE AND COMPETITIVE, SALES / MARKETING / MEDIA PROFESSIONAL WITH A **15-YEAR RECORD OF LEADERSHIP** IN AREAS OF, AESTHETICS AND PHARMACEUTICAL SALES. ASTUTE ANALYST AND STRATEGIC THINKER WITH PROVEN BUSINESS ACUMEN; LAUNCHED A SUCCESSFUL MARKETING / BUSINESS CONSULTING FIRM. ARTICULATE, PERSUASIVE AND CHARISMATIC; **TELEVISION PERSONALITY AND FASHION EXPERT FOR FOX TV**. WRITE WITH CLARITY AND STYLE; **COLUMNIST** FOR REGIONAL MAGAZINES; DEVELOPED RESULTS-GETTING MARKETING / SALES COMMUNICATIONS FOR BUSINESS CLIENTS. RANKED **TOP SALES PRODUCER** AT COLLAGENEX PHARMACEUTICALS FOR 5 YEARS. GREW REVENUE FOR SMILE CENTERS FROM **\$600,000 TO \$1500,000** IN 1½ YEARS.

**CAREER TRACK**

**MARKETING SPECIALIST** 1998 - Present  
**PROFESSIONAL ENHANCEMENTS** South Florida

Deliver vision and expertise vital for achieving targeted revenue growth, market share and profitability. Provide marketing, sales, business / continuing education training. Collaborate with business managers to define objectives and set performance targets. Devise marketing strategies that maintain **profit margins growing 20%-40%**. Execute branding, special events and promotional initiatives. Produce sales collateral. Direct staff, control budgets, resolve challenges and manage key relationships.

- ▶ Solicit all new accounts and repeat business
- ▶ Plan and coordinate workshops / events monthly with up to 150 participants.
- ▶ Provide OSHA credentialing and training.
- ▶ Provide on-line continuing education courses for healthcare professionals.

**DIRECTOR OF MARKETING & CLINICAL TRAINING** 2000 - 2003  
**SMILE CENTERS** Sarasota, Florida

- ▶ Formulated a marketing plan for 3 Smile Center locations and **more than doubled sales** to \$1,500,000 in 18 months; created and co-hosted the **Smile Center Health Channel TV show**.
- ▶ Delivered quality **employee training** in marketing, sales and customer service; Developed **sponsorships** and strategic **business partnerships**; Presented **community lectures**.

**SALES DEVELOPMENT** 1997 - 2002  
**COLLAGENEX PHARMACEUTICALS** Ft. Lauderdale, Florida

Catalyzed sales of a treatment for periodontal disease to dental practices and pharmacies in South Florida. Performed market analysis, identified trends, and enacted results-based tactics. Designed and delivered group seminars and sales presentations. Managed budgets, product inventory and client relationships to unflinchingly achieve quotas and service standards.

- ▶ **Ranked #1 sales performer for 5 consecutive years**; crafted and managed a successful **PERIOSTAT™ product launch**; served on the corporate Advisory Board.

**ACCOUNT EXECUTIVE** 1992 - 1997  
**PROFESSIONAL DENTAL TECHNOLOGIES** Beverly Hills, California

Marketed and supported innovative solutions for the diagnosis, treatment, and prevention of periodontal disease to new accounts and **grew territory sales 40% within first year**.

**TERRITORY SALES**

1986-1991

PATTERSON / HEALTHCO DENTAL SUPPLIES

Chicago, IL

- ▶ Continued selling relationship with former dental clients after the of re-organization of Healthco International.
- ▶ Sold dental supplies and equipment to dental offices throughout the northeast suburban area of Chicago.
- ▶ Voted Rookie of the Year—1987. For converting most offices to new inventory re-order system.

**ADDITIONAL EXPERIENCE****EXECUTIVE PRODUCER / HOST / FASHION JOURNALIST / PHOTO STYLIST**

2004 - Present

WHAT EVERY WOMAN WANTS TV / *SARASOTA MAGAZINE* /*LIVING OUT EAST MAGAZINE* / DILLARD'S SOUTH EAST REGION

Sarasota-Bradenton, Florida

Spearhead production of a **cable talk show** featuring fashion, lifestyle, relationships, health, finances, and food topics targeting single and married women and men aged 30-60 with disposable income. Solicit sponsorship/ guest appearances; plan and coordinate special events to expand the viewing audience. Research and write **monthly columns** and articles for regional magazines and newspapers. Engaged as an expert on fashion, lifestyle and self-improvement by **television / radio stations, publications and major retailers.**

- ▶ Develop a **multimedia marketing program** for the television show; recently **generated 30 sponsors in 90 days representing \$90,000**; introduced website tools to track visitor information for advertisers.
- ▶ Appear frequently as a **fashion expert** on *Good Morning Tampa Bay* aired on **Fox TV** affiliate, Channel 13; represented *What Every Woman Wants TV* on **local TV and radio** stations.
- ▶ Write well-received, monthly features on **home and clothing fashions** for *Sarasota Magazine* and *Living Out East*; report community news for the *Around the Ranch* newspaper.
- ▶ Work **photo stylist on fashion shoots** for *Sarasota Magazine* and *Gulf Shore Life*, as well as for the region's upscale department store, Dillard's.
- ▶ **Fashion Educator & Host for Dillard's National Corporate Telecast:** Produced, researched and hosted 30 minute Fashion Sales Training educational videos on a regular bases for Dillard's Department Stores. Audience was Sales Management Team & Sales Associates. Goal: To increase sales of a particular brand, label or department. Education included retail merchandising advise as well as sales tactics, customer relations and fashion coordination.
- ▶ Appointed **spokesperson for Water Pik** Corporation's international promotional video (2006); acted in *Improvisation is Genius*, a documentary submission at national film festivals (2004).

**EDUCATION CREDENTIALS****BACHELOR OF SCIENCE**

Loyola University

GPA 3.8

Chicago, Illinois

**Additional courses, seminars and workshops include:**

Graduate School, UCLA Interior Design & Fashion • Anthony Robbins: Unleash the Power Within / Date with Destiny / Wealth Mastery • Sales • Territory Management • Compelling & Persuasive Presentations

**CERTIFICATES & LICENSES**

Certified Dental Continuing Education Provider – Florida • Florida Licensed Esthetician • California, Florida, Illinois, Pennsylvania Licensed / Registered Dental Hygienist • National & Northeast Regional Board Certified in Dental Hygiene

**ORGANIZATIONS & ASSOCIATIONS**

*Co-President* – transcENDENTAL Study Group • *Fundraising Committee* – American Heart Association  
Y2 Marketing Education • National Association of Pharmaceutical Representatives

**SOFTWARE PROFICIENCIES**

Microsoft Word / Excel / PowerPoint • ACT!

**RELOCATION & TRAVEL**

Willing to travel extensively and also relocate.  
Territory Knowledge of : Sarasota, St Pete, Clearwater, Tampa, Melbourne, Vero Beach, FL

REFERENCES AND FURTHER DATA PROVIDED UPON  
ESTABLISHMENT OF MUTUAL INTEREST