

Linda Shakir

6917 Matilija Avenue, Van Nuys, CA 91405
818.988.2720 or 818.970.6675
Shak7@sbcglobal.net

Objective

I am a passionate, enthusiastic go-getter who has the desire to get things done. I'm seeking a challenging position where I can use my business, marketing, and administrative skills while demonstrating my commitment and dedication.

Experience

2008-2009 New Vista Post Acute Care Center Los Angeles, CA
Director of Marketing, Admissions and Case Management

- ? 125 Bed skilled nursing facility with a 42 bed sub-acute-unit.
- ? Increased census.
- ? Developed relationships with hospitals, physicians, case managers, discharge planners and social workers.
- ? Developed relationships with the Chamber of Commerce and community based organizations.
- ? Responsible for overseeing all facility admissions.
- ? Case management for HMO patients.
- ? Responsible for all marketing presentations and exhibits.
- ? Conducted facility tours for potential residents.

2007-2008 Studio City Rehabilitation Center Studio City, CA
Director of Marketing and Admissions

- ? 181 Bed skilled nursing facility with a 42 bed secured unit for Alzheimer's patients.
- ? Increased census from 149 to 170.
- ? Responsible for marketing to local hospitals, medical facilities, and home care agencies.
- ? Acted as a liaison between facility and hospitals.

2007-2008 Continuity Care Home Nurses North Hollywood, CA
Account Executive

- ? Responsible for marketing a full-service home health care agency in the San Fernando Valley; Santa Clarita Valley; San Gabriel Valley; Los Angeles, Ventura, and Orange Counties.
- ? Responsible for marketing presentations to various conferences.
- ? Job recruitment at various job fairs.
- ? Maintain relationships with existing clients.

1997-2006 The Galef Institute Los Angeles, CA
National Director of Partnerships

The Galef Institute was a non-profit organization that designed and implemented a research-based arts-infused school reform program (*Different Ways of Knowing*) and school improvement products to schools and districts in 18 states.

- ? Developed annual marketing timeline and scheduled state-level marketing strategies.
- ? Fundraising Campaigns.
- ? Designed marketing displays.
- ? Negotiated venue contracts regarding marketing/sales presentations.
- ? Developed relationships with schools and district leaders in 18 states.
- ? Prepared sales reports and financial reports for board meetings.

References upon Request

- ? Managed contract fulfillment against contract deliverables.
- ? Managed office personnel and resolved employee conflicts.

References upon Request