

Catherine Wells

Community Relations Director

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SUMMARY

Community Relations Director with 11 years in senior living and home care marketing, now leading occupancy growth for a 180-apartment independent and assisted living community. Builds referral partnerships with hospitals, physicians and placement agents, runs events that bring in qualified tours, and manages a sales pipeline in CRM software.

EDUCATION

Bachelor of Arts	05/2015
Florida Gulf Coast University	Fort Myers, FL
Marketing	

EXPERIENCE

Community Relations Director	02/2022 - Present
Gulfshore Senior Living	Naples, FL

Independent living, assisted living and memory care community with 180 apartments.

- Raise occupancy from 81% to **95%** in 2 years by leading a team of 3 sales counselors.
- Build referral partnerships with 60 hospitals, physician offices and placement agents, supplying 35% of move-ins.
- Plan 40 community events a year, from lunch-and-learns to holiday open houses, producing 300 tours.
- Manage a \$220K marketing budget and track every lead in CRM software from inquiry to move-in.

Community Relations Manager	05/2018 - 01/2022
Palm Harbor Assisted Living	Fort Myers, FL

Assisted living and memory care community with 110 apartments.

- Closed 8 move-ins a month on average, keeping occupancy above 92% for 3 years.
- Represented the community at 30 health fairs and chamber events each year.
- Wrote public relations pieces for local newspapers and senior magazines, earning 12 features.

Marketing Coordinator	06/2015 - 04/2018
Collier Home Health Services	Naples, FL

Home health agency with 200 caregivers.

- Visited 50 physician offices a month to share services and referral forms.
- Created brochures and social media posts that grew monthly referrals by 25%.
- Organized 10 caregiver education seminars a year for families and partners.

SKILLS

Occupancy Growth • Referral Partnerships • Sales Pipeline • CRM Software • Event Planning • Marketing Budget
Public Relations • Social Media • Leadership • Public Speaking

CERTIFICATES

Florida Assisted Living Facility Core Training
Florida Agency for Health Care Administration
03/2020