
ASHLEY CIMELLARO

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SUMMARY

Highly collaborative Certified Scrum Master (PSM I, CSM) with 6+ years of experience in healthcare operations and business development. Exceptional interpersonal skills focused on team continuity, open communication, and client relationship management. Knack for problem-solving with an unwavering positive attitude.

SKILLS

Tools: Jira, Confluence, Asana, Visual Studio Code, Trello, Wrike, Lucid Chart, Draw.io, Slack, Salesforce, Google Suite, SmartSheet, Microsoft Suite

Business and Organizational Strategy: Agile and Waterfall Project Management, Gantt Charts, Requirements Elicitation and Documentation, Work Breakdown Structures, Scope Management, Budgeting, Release and Sprint Planning, Conflict Management, Market Research, Risk Analysis, Burnup and Burndown Charts, Contract Negotiation, Customer Relationship Management, Cross-functional Communication

PROJECTS

Project: Hybrid Project 2

- Acted as the project manager. Objective was to win the business of a prospect with limited, disorganized information from the previous project team.
- I chose a hybrid project with traditional project management planning and agile development. Deliverables created: SDLC diagram, re-written and clear product backlog in Jira, hybrid WBS, Gantt chart, budget, burnup and burndown charts to track KPI's, risk register, and communications management approach.

Project: Redesign of enhanced-you.com

- Acted as the project sponsor. Worked with NKP Medical Marketing communicating requirements, approving wireframes, and writing content.
- Provided weekly status updates to the surgeon, facilitating all communication between him and the project team.
- Project was completed successfully within schedule and budget.

Full project portfolio including healthcare business development work: ashcimellaro.com/projects

EXPERIENCE

Practice Manager/ Surgical Sales, 4/2017- 3/2020

An Enhanced You- Mountain View, CA

- Developed qualifying questions and operational procedure to ensure quality consultations, resulting in a consistent >60% closure rate
- Initiated and supervised the redesign of enhanced-you.com, acting as the project sponsor to project team members
- Initiated, organized, and executed partnership with Dr. Alexander Ereso to use his private AAAASF OR Facility in an effort to prevent substantial profit loss for our practice. Collaborated with OR nurse to construct surgical documentation, consents, and financial agreements aligned with necessary regulations
- Researched and implemented several medical devices including Vivace™ RF, EmSculpt®, and Aerolase®

- Organized marketing campaigns and logistics to successfully execute semi-annual events with the collaboration of our vendors. Oct 2017 event produced highest revenue generated by a single-day event in practice history
- Implemented CRM software MyMedLeads and trained staff in the use
- Managed Instagram @AnEnhancedYou, resulting in a 300% growth in followers
- Implemented and organized weekly staff meetings focused on team members sharing their successes, struggles, and conversion metrics
- Negotiated purchasing with vendors resulting in a 20% increase in net margin per unit

Sales Development Representative, 10/2016- 2/2017

Signal Labs- San Francisco, CA

- 60-80 calls per day in respective territory, with TAM being Fortune 100 and above
- Utilized Salesforce and ToutApp to track accounts, engagement, and monthly quotas
- Generated and qualified prospective leads to build Account Executive's pipeline
- Collaborated with Account Executive by building campaigns and strategizing outreach messaging tailored to targeted industries
- Assisted Sales Ops with employee training when ZoomInfo was implemented

Patient Coordinator/ Surgical Sales, 11/2013- 10/2016

Bay Area Plastic Surgery- San Francisco, CA

- Consultative inside sales explaining complex anatomical surgical techniques
- Presented proposals with surgical fee estimates to prospective patients; negotiated fees, and closed sales
- Acted as a patient advocate
- Managed the office's schedule to increase efficiency and ensure time was maximized
- Improved online reputation by 1.5 stars with careful reputation management, exceptional client service, and proactive communication
- Researched and assisted in the implementation of electronic health record software (IMS)

EDUCATION

Technical Project Management Certificate: University of California, Berkeley

An intensive 18-week (160 instructional hours) program dedicated to technical project management. Skills learned consist of agile methodologies and frameworks, waterfall project planning, and their application in software development. Developed projects using Jira, Asana, SmartSheet, Gantt charts and Work Breakdown Structures (WBS). Additional skills in software development include sprint planning and execution, mapping, modeling, and user acceptance testing.

Bachelor of Science, Health Policy and Administration: Penn State University- University Park, State College, PA

CERTIFICATIONS

Professional Scrum Master I (PSM I) Certification

Scrum.org

Certified Scrum Master (CSM) Certificate ID: 001162772

ScrumAlliance.org