

## NAME

**Vanessa J. Ralstone**

## HEADLINE

### **SENIOR ADMINISTRATIVE MANAGER**

Cost Control • Productivity • Client Growth  
expert in negotiating & debt recovery

## SUMMARY

Contact me at [vjralstone@admin.net](mailto:vjralstone@admin.net) or 650.555.5555. I am an enterprising Senior Office Manager with impressive record of employee development and improving bottom-line performance using sophisticated professional practices. I am recognized for enviable competencies in negotiating, problem solving, decision making, and debt recovery.

An overview of my career includes these highlights:

- Generated 36% clientele growth over 6 years by revamping administrative systems and functions in a large practice servicing 15,000+ clients annually. Overhauled office procedures, improved CRM, and applied creative marketing strategies.
- Recovered \$100K+ in delinquent account receivables (A/R). Interacted with attorneys and worked individually with clients to coordinate debt repayments.
- Gained 15% in client retention by training the staff in CRM. Revitalized quality service by responding quickly to clients' inquiries and by integrating front- and back-office processes to facilitate accurate decision-making, all of which successfully reinstated positive relations with clients.
- Restored 60% of lost business caused by dysfunctional employee relations. Exercised superb mediation and intervention skills to manage and improve employee relationships and re-establish healthy work environment in this smaller private practice.

I thrive on challenge to to resolve complex problems and sensitive situations in fast-paced environments. I am known as a competitive and results-oriented leader who can handle issues demanding legal actions and competently represents the practices in legal proceedings. My expertise enables professional practices to increase and retain their clientele and boost their profits.

## SPECIALTIES

Business Administration, Business Communications, Public Relations, Customer Relations, Employee Relations, Management Accounting, Decision-Making Authority, Consensus

Building, Customer-Driven Management, Client Retention, Project & Time Management, Billing & Collections, Policy Development, Cost Avoidance, Cost Reduction, Efficiency Improvement, Training & Development, Team Leadership, Performance Improvement, Productivity Improvement, Quality Improvement, Profit Growth, Revenue Growth

## EXPERIENCE

### **Senior Office Administrator, Albert Romani**

Large dental practice servicing 15,000+ clients annually  
2011 to Present (7 years)

Hired to revamp administrative systems and functions in a company with a large team of experienced employees. Devised project management strategies to strengthen productivity and quality of customer service, to grow client base, and to recover company's outstanding debt.

- Improved profitability of administrative operations by facilitating owners' decision making. Delivered high-quality financial data to the senior partners. Conducted cost/benefit analyses and prepared financial reports.
- Strengthened productivity and quality of customer service (CRM) by communicating performance expectations to employees and conducting employee evaluations with feedback.
- Recovered \$100K+ in delinquent account receivable (A/R). Interacted with attorneys and worked individually with clients to coordinate debt repayments.
- Devised and executed innovative marketing strategies to attract more clients. Convinced owner to offer early morning appointments; recouped staffing and administrative costs of extended service hours within 6 months.

Grew client base 36% over 6 years by overhauling office procedures, improving CRM, and applying creative marketing strategies.

### **Office Manager, Dale Hands**

Medium sized private dental practice  
2010 to 2011 (1 year)

Joined busy private practice expressing the need to efficiently handle the client flow and to streamline administrative procedures. Revamped critical business processes focusing on cost avoidance and cost reduction and trained staff to be quality and cost conscious. Developed policies that strengthened poorly performing operations.

- Spearheaded technology upgrades to expedite administrative processes, accelerate quality of service, and strengthen CRM.

- Orchestrated smooth transition to new office PC-based system; researched equipment and vendors, negotiated contracts, and scheduled installation and training.

**Office Administrator**, Austin Powell & Associates  
2008 to 2010 (2 years)

Practice was losing business largely as a result of deficiencies in customer service caused by dysfunctional employee relations. Exercised superb mediation and intervention skills to improve employee relationships and re-establish healthy work environment. Focused on Consensus Building, Customer-Driven Management, and Customer Retention.

- Revitalized quality service by training staff in CRM, especially in responding quickly to client inquiries. Integrated front- and back-office processes to facilitate accurate decision making.
- Improved community relations by hosting special projects and promoting services. Managed event planning and teamed with design groups to create collateral materials.

Brought back 60% of business and gained 15% in client retention. Continuous staff training, improved employee performance, and increased quality of customer service re-established position of the practice in the community.

**Practice Manager**, Van Ness Dental Group  
Large practice serving 35,000+ clients annually  
2006 to 2008 (2 years)

Achieved extraordinary success in collecting delinquent client payments. Represented firm at the legal proceedings and handled sensitive information. Led a team of 20 seasoned staff members. Increased efficiency and productivity by implementing world-class office management procedures.

**Practice Manager**, James Barnes & Associates, Tucker Dental Group  
2003 to 2006 (3 years)

## EDUCATION

University of California, Berkeley  
BS — Business Administration (Summa Cum Laude)  
2003

## HIGHLIGHTS OF PROFESSIONAL TRAINING

- \* Effective Practice Management Techniques, Academy of Management Sciences
- \* Financial Management, Dun & Bradstreet
- \* Insurance Billings & Collections, McVey & Associates

## GROUPS AND ASSOCIATIONS

- Member – American Management Association
- Member – United States Judo Association