

BRE SHEEHAN

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HEALTHCARE PARTNERSHIPS | ACCOUNT MANAGEMENT | TECHNOLOGY ADOPTION

PROFESSIONAL SUMMARY

Healthcare partnerships and account management professional with 15+ years of experience supporting revenue growth, client retention, clinical coordination, and relationship development across healthcare, veterinary, behavioral health, SaaS, education, and professional services.

Experienced in managing complex client relationships, guiding customers through service and technology adoption, translating clinical and technical information for nonclinical stakeholders, and coordinating across sales, operations, marketing, and healthcare teams. Background includes private-pay medical programs, veterinary practice consulting, CRM implementation, patient admissions, referral development, and strategic account growth.

CORE COMPETENCIES

Healthcare Partnerships • Strategic Account Management • Client Success • Healthcare Technology Adoption • SaaS Onboarding • Client Retention • Account Growth • Clinical Stakeholder Engagement • Referral Development • Consultative Sales • Healthcare Business Development • CRM Implementation • Workflow Development • Cross-Functional Collaboration • Client Training • Pipeline Management • Clinical Workflow Understanding • Revenue Growth

PROFESSIONAL EXPERIENCE

EMORYDAY

Remote Digital Marketing Agency
2021 - 2026

Senior Growth Strategist | Account Executive

- Managed a portfolio and pipeline of inbound, outbound, and referral opportunities, owning discovery, follow-up, proposal development, sales progression, and client relationship management.
- Conducted consultative discovery with business owners and organizational leaders to identify operational challenges, revenue goals, customer acquisition needs, and growth opportunities.
- Developed and recommended digital growth strategies involving paid acquisition, organic outreach, content, CRM follow-up, sales enablement, and conversion improvement.
- Sold complex recurring-service engagements across healthcare, managed services, manufacturing, veterinary, and other professional-service industries.
- Managed digital marketing budgets reaching approximately \$125,000 per month, evaluating campaign performance through lead quality, conversion, acquisition cost, pipeline contribution, and revenue outcomes.
- Built client health, retention, and risk-assessment processes to identify concerns early, improve follow-through, and support long-term account value.
- Collaborated with leadership, client services, sales, marketing, and operations teams to resolve performance gaps and improve the client experience.
- Supported onboarding and development of new sales team members while maintaining individual revenue responsibility.

DVMELITE

Remote Veterinary Consulting, Marketing, and Technology Organization
2015 - 2021

Senior Account Manager | Client Success Director

- Managed more than 20 veterinary practice accounts simultaneously, serving as a primary strategic contact for practice owners and leadership teams.
- Owned key stages of the client lifecycle, including onboarding, adoption, ongoing strategy, performance review, retention, and identification of account growth opportunities.
- Helped veterinary practice owners interpret marketing performance, identify operational and revenue opportunities, and translate recommendations into practical next steps.
- Monitored account engagement, performance, and satisfaction to identify retention risks early and coordinate corrective action with clients and internal teams.
- Built trusted, long-term relationships through consistent communication, structured follow-up, and recommendations tied to measurable business outcomes.
- Contributed to the design and implementation of Upbook, a CRM and client engagement platform developed for veterinary practices.
- Supported workflow design, internal testing, user adoption, client onboarding, and practical application of the platform across teams and veterinary practices.
- Helped users understand how CRM workflows, lead routing, appointment follow-up, and client communication processes supported practice growth and customer retention.
- Worked cross-functionally with marketing, technology, sales, and client-service teams to address implementation issues and improve account performance.
- Developed referral relationships that contributed to client acquisition, retention, and long-term business development.

ANIMAL BEHAVIOR COLLEGE

Admissions Director | Business Development

Santa Clarita, CA
2012 - 2015

- Conducted high-volume consultative intake and qualification conversations with prospective students, assessing goals, program fit, financial considerations, and enrollment readiness.
- Consistently ranked as a top-performing closer through strong needs assessment, clear communication, structured follow-up, and objection handling.
- Trained and supported a team of 20 admissions representatives on intake, qualification, follow-up, sales process, and conversion strategy.
- Helped improve enrollment performance through stronger intake processes, follow-up systems, program positioning, and team development.
- Developed and launched a government-funded education program for veterans and military spouses, coordinating program requirements, internal workflows, and enrollment processes.

WAISMANN INSTITUTE

Admissions Manager | Medical and Business Operations

Beverly Hills, CA
2008 - 2012

- Managed admissions and intake operations for a private-pay medical treatment program, overseeing the patient lifecycle from initial inquiry through treatment coordination and follow-up.
- Conducted high-stakes consultations with patients and families to assess treatment needs, medical history, financial viability, expectations, and appropriateness of care.
- Coordinated with anesthesiologists, physicians, psychiatrists, nursing staff, hospital teams, caregivers, and operational personnel throughout the admissions process.
- Translated clinical procedures, medical risks, medication considerations, and treatment protocols into clear information for patients, families, referral partners, and nonclinical stakeholders.
- Coordinated pre-procedure medical-clearance requirements, including laboratory testing, EKGs, stress tests, health-history review, and communication with medical providers.
- Managed private-pay treatment admissions ranging from approximately \$18,000 to \$40,000 and coordinated extended aftercare services when clinically appropriate.
- Served as a primary on-call point of contact for urgent patient, family, and admissions concerns while maintaining clear communication across clinical and operational teams.
- Developed and maintained referral relationships with physicians, interventionists, behavioral health professionals, treatment centers, and other healthcare partners.

ADDITIONAL HEALTHCARE EXPERIENCE

Creative Care and Behavioral Health Programs, Clinical Partnerships | Admissions and Referral Coordination

- Coordinated admissions and treatment planning with therapists, psychiatrists, patients, families, and behavioral health teams.
- Guided prospective patients and referral sources through program options, clinical expectations, admission requirements, and next steps.
- Developed professional referral relationships and represented treatment programs at healthcare conferences and industry events.

TECHNOLOGY AND BUSINESS SYSTEMS

HubSpot • Salesforce • CRM Administration • SaaS Onboarding • Client Implementation • Workflow Development • Lead Routing • Client Training • User Adoption • Google Analytics • Zapier • WordPress • SEO • PPC • Digital Marketing Platforms

EDUCATION AND CLINICAL COURSEWORK

University of Massachusetts Amherst | Psychology Coursework

Cochise College | Nursing and Clinical Coursework

Relevant study included nursing pharmacology, psychiatric pharmacology, diabetes pharmacology, medication classes, mechanisms of action, onset and duration of action, therapeutic ranges and windows, contraindications, adverse effects, and drug interactions.

ADDITIONAL KNOWLEDGE

Working knowledge of medical terminology, behavioral health treatment, addiction medicine, medication management principles, patient intake, clinical risk communication, veterinary practice operations, healthcare referral relationships, and private-pay healthcare services.