

APPLICATION FOR APPOINTMENT – Martin County Business Development Board – Please Print

Check One: ☐ Mr. ☒ Mrs. ☐ Ms. ☐ Miss ☐ Dr.

RECEIVED

By Donna Gordon at 9:55 am, Jun 17, 2021

Name: Kim Prescott

Residence Address: 8801 SW Hopwood Ave Indantown, FL 34956
Street/City/Zip Code

Mailing Address: P.O. Box 1756 Hobe Sound, FL 33475
(if different) Street/City/Zip Code

Commission District in which you reside: 3rd Staff will complete.

Are you available year round to attend meetings? ☒ yes ☐ no If **no**, what months **are** you available?

Telephone numbers: daytime: 215-9956 alternate: 215-9956 alternate: 263-9206
~Area Codes are considered 772 unless you note otherwise.

EMAIL: Kimprescott1717@gmail.com

Have you ever pled guilty or "no contest" to a crime, been convicted of a crime, had adjudication withheld, prosecution deferred, been placed on probation, received a suspended sentence or forfeited bail in connection with any offense (except minor traffic violations)? Please show all convictions, including driving while intoxicated (DUI) convictions. ☐ yes ☒ no If yes, please provide the following information:

TYPE OF OFFENCES: _____

DATES: _____

PLACES (city/state): _____

SENTENCES OR FINES: _____

A conviction record does not necessarily disqualify you for consideration. Factors such as age at time of offense, nature of violation, and rehabilitation will be considered. The Martin County Board of County Commissioners retains the right to remove, at will, any appointee to a Board or Committee with or without cause.

EDUCATION/EXPERIENCE: A resume is recommended to be attached containing this and any other information that would be helpful to the Board in evaluating your application. Resume or letter of qualifications attached? ☒ yes ☐ no

Education: MBA - FAU 2009

→ CONTINUED →

Employment Experience: Currently, I am employed by Florida Cancer Specialists in Stuart. Previously employed by Linerator Medical Supply for 9 years.

Other experience you feel would like the Commission to know about you: Previously owned and operated a local business by applying methods learned from BAP in 2016. Volunteer and raised donations for local YMCA.

Community Experience and Affiliations: Completion of Martin County Business Accelerator Program in 2016
American Cancer Society-making Strides Committee-9 years

Other County Boards/Committees/Task Forces on which you have served: N/A

Do you or any member of your immediate family work for Martin County or hold a position that might conflict with your duties for this Board/Committee/Task Force? If yes, please explain: N/A

REFERENCES: Please list two references:

Danielle Williamson, Business owner, Fresh Stop 772-260-7057
Deanna Benz, Business owner, Hair Hot Cup 772-341-5275

- Applicants *may* be required by State Law and County Ordinance to file a Financial Disclosure Statement as part of the appointment process.
- Under penalties of perjury, I declare that I have read the foregoing and that the facts stated in it are true. (Pursuant to Section 92.525 Florida Statutes, falsifying this application is a Third Degree Felony punishable by up to five years imprisonment and up to a \$5,000 fine.)
- Florida law prohibits an advisory board member from doing business with its agency (The County). Section 112.313(3) and (7), Fla. Stat.

→ Signature: 

Date: 6/16/21

Applications must be filed with Martin County Administration, 2401 SE Monterey Road, Stuart, Florida 34996 **by Friday, June 18, 2021.** All information submitted becomes public record. If you have any questions, please call (772) 221-1352 or send email to dgordon@martin.fl.us.

Kimberly Prescott

Marketing/Sales Manager



Kimprescott1717@gmail.com



772-215-9956



8546 SE Lyons Road
Hobe Sound, FL 33455



linkedin.com/in/Kimprescott

SKILLS

Marketing

Adaptability

Collaboration

Strong Work Ethic

Time Management

Critical Thinking

Handling Pressure

Leadership

EDUCATION

MBA/ Business Admin

FAU, Boca Raton, FL 2004-2009

Certifications

Martin County Business Accelerator

Active Florida Notary

Licensed 2-20 Insurance Agent

COMPUTER SKILLS

Microsoft Word

Excel

PowerPoint

Salesforce

Goldmine

PowerBI

RESUME OBJECTIVE

Team-player looking to expand Business Development Manager leadership responsibilities; coming with the ability to help the organization exceed corporate goals and honor long-term commitments made to customers, stockholders, and employees.

EXPERIENCE

Physician Liaison

Florida Cancer Specialists, Stuart, FL / 2019-Present

- Identify and strategize marketing initiatives with physicians and management.
- Pull data to identify growth opportunities from new and existing referral sources.
- Create tactics to promote physician's interaction and engagement including the marketing of new providers, site visits, staff meetings, social events, health fairs, referral dinners, CMEs, educational webinars, and virtual events.
- Establish and maintain ongoing communications with referring physician offices by routinely performing follow-up visits, emails, and/or phone calls using Salesforce.
- Provide daily/weekly intel communications with physicians and management.
- Create/manage monthly marketing budget.
- Implement staff and patient appreciation programs to promote collaboration and engagement.
- Submit expenses using Concur with suitable receipts for reimbursement.

Business Owner

My Coastal Wear, Hobe Sound, FL / 2017-2019

- Created marketing campaigns through website, pop up events and social media.
- Used sales strategies using Shopify, Instagram, Facebook, and Amazon.
- Procurement of new inventory based on sales figures and trends.
- Resolve any customer issues to ensure 100% customer satisfaction.
- Continuously inventory evaluation of clothing to forecast sales or to replenish stock.
- Research market trends for upcoming fashions and customer's requests
- Maintain business bank accounts, payment processing, accounts payable and accounts receivable, taxes and licenses via QuickBooks.

Sales/Operations Manager

Liberator Medical Supply/Bard/BD, Stuart, FL / 2009-2018

- Created direct marketing strategies and email campaigns to increase lead conversion.
- Worked in tandem with senior management to identify key divisional priorities and sales goals.
- Formulated strategies and marketing initiatives to meet sales targets.
- Champion customer experience improvement projects to actively map the customer's journey to identify areas of opportunities.
- Maximized call center sales team efficiencies through the effective use of business KPI's and performance management processes.
- Designed yearly 80-page catalog to promote medical products.
- Build relationships with hospitals, physician offices, support groups, and community organizations to generate referrals.
- Gather competitor's intelligence to realign market share in the industry.