

BRENDA L. LaROCCA

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Results-driven Sales and Marketing professional skilled in consultative sales, relationship building, strategic marketing, and creating exceptional client experiences that drive business growth.

SKILLS

Consultative Sales	Brand Development	Event Sales and Management
Healthcare Marketing	Client Experience	Business Development
Client Relationship Management	Community Outreach	Strategic Marketing
Referral Development	Project Coordination	Creative Design & Visual Marketing

EXPERIENCE

PROPERTY & GUEST EXPERIENCE MANAGER

5 W JEFF, LLC | REMOTE | 10/2016 – PRESENT

- Create and market Airbnb, VRBO, and Zillow listings while ensuring exceptional guest experiences.
- Coordinate calendars, turnovers, cleaning, and maintenance through proactive team communication.

DESIGN CONSULTANT & RESIDENTIAL HOME STAGER

PARTNERS IN SIMPLICITY | VICTOR, NY | 1/2024 – 6/2026

- Converted 90% of in-home consultations by personalized recommendations tailored to each home & client.
- Collaborated with staging team to transform properties into market-ready spaces with strong buyer appeal.
- Provided referred clients post-move design guidance, including furniture, artwork, and mood boards.

CREATIVE MARKETING & DESIGN STRATEGIST

FREELANCE | 1/2005 – 8/2025

- Created logos, brand identities, and print/digital marketing materials for diverse clients.
- Conceptualized campaigns and referral programs to drive brand awareness and engagement.

TREATMENT SALES & MARKETING

RIVOLI ORTHODONTICS | SPENCERPORT & WEBSTER, NY | 10/2021 – 6/2023

- Converted 60% of new-patient consultations by presenting tailored treatment and financing options.
- Spearheaded a full practice rebrand, creating a new visual identity across print & digital presence.
- Expanded referral outreach and strengthened relationships with new & existing referring practices.

DIRECTOR of SALES & EVENTS

THE INN ON BROADWAY | ROCHESTER, NY | 5/2019-9/2020

- Drove event revenue 35% within 10 months, pre-COVID, through strategic sales & expanded venue offerings.
- Led tours, tailored proposals, and contract negotiations across 5 event spaces, achieving an 65% close rate.
- Drove a 30% increase in qualified leads by spearheading bridal shows and networking events.

TREATMENT SALES & MARKETING

GET-IT-STRAIGHT ORTHODONTICS | PITTSFORD, NY | 6/2018-5/2019 & 12/2013-10/2015

- Consulted new-patients to assess their oral health history, concerns, and treatment goals.
- Achieved a 70% consultation close rate by presenting tailored treatment plans and financing options.
- Designed marketing collateral and expanded referral programs through strategic practice partnerships.

DIRECTOR of SALES & EVENTS

POMODORO (formerly BRIO) | PITTSFORD, NY | 10/2015 – 3/2017

- Recruited back to rebuild lost event business, hiring, training, and leading a team of 10.
- Drove a 31% revenue increase by cultivating long-term client relationships and securing repeat business.
- Converted 85% of event leads through client consultations, tailored proposals, and contract negotiations.

PUBLIC RELATIONS COORDINATOR & MARKETING

COMELLA ORTHODONTICS | ROCHESTER, NY | 1/2012 – 12/2013

- Increased referral leads by 50% through targeted outreach to new dental practices.
- Led CE Lunch & Learn programs to strengthen existing referral partnerships.
- Created quarterly referral appreciation campaigns & seasonal gifting to maintain engagement & brand visibility.

DIRECTOR of SALES & EVENTS

BRIO | PITTSFORD, NY | 10/2004 – 10/2010

- Achieved over 90% event lead close rate through consultative sales, venue tours, and relationship building.
- Built lasting client relationships that drove repeat event business.
- Drove sustained event growth through sales and marketing initiatives, contributing to a \$1M expansion that more than doubled venue capacity.

TECHNOLOGY

Salesforce, Canva, Microsoft 365, Google Workspace, AI Tools (ChatGPT, Granola)

EDUCATION

BFA, Graphic Design | Rochester Institute of Technology

Digital Marketing | General Assembly

Dental Assisting Program | Monroe2Boces