

BRENDA L. LaROCCA

brendalarocca3@gmail.com | www.linkedin.com/in/brenda-larocca | (585) 313-0933 | Pittsford, NY

Results-driven Sales, Marketing, and Hospitality professional dedicated to elevating customer experiences to drive engagement and business growth. Skilled in consultative sales, strategic marketing, and event management with a proven ability to build strong client relationships.

EXPERIENCE

DESIGN CONSULTANT & RESIDENTIAL HOME STAGER

PARTNERS IN SIMPLICITY | VICTOR, NY | 1/2024 – PRESENT

- Lead in-home consultations, securing a 90% close ratio, while orchestrating a seamless staging process.
- Elevate residential properties for successful sales by transforming spaces into market-ready showcases.
- Curate furniture, decor, and artwork to accentuate a home's unique features to maximize market value.

PROPERTY MANAGER | HOSPITALITY & GUEST EXPERIENCE SPECIALIST

5 W JEFF, LLC | PITTSFORD, ROCHESTER & CANANDAIGUA, NY | 10/2016 – PRESENT

- Market property listings on Airbnb, VRBO and Zillow. Ensure high property standards.
- Manage tenant inquiries, screenings, property showings and lease agreements.
- Maintain positive tenant relationships through proactive communication and problem solving.

TREATMENT SALES & MARKETING

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

- Conducted patient consultations, presented treatment plans, and finances, closing 60%
- Rebranded practice through design of a new logo, marketing materials/ digital marketing campaign.
- Generated engaging social media content to increase patient inquiries and consultations.

DIRECTOR of SALES & EVENTS

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

- Drove sales growth by 35% in the first 10 months by enhancing sales strategy and expanding event offerings.
- Executed event proposals, contract negotiations, and vendor collaborations.
- Facilitated bridal show participation and networking events, resulting in a 30% increase in client leads.

TREATMENT SALES & MARKETING

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

- Consulted patients to assess their oral health history, concerns, and treatment goals.
- Converted 70% of consults by effectively presenting treatment options and financial investment planning.
- Designed all marketing collateral and expanded referral programs through strategic referring practices.

DIRECTOR of SALES & EVENTS

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

- Recruited back after rebranding to hire, train and manage event staff of 10.
- Drove a 31% revenue increase by cultivating long-term client relationships and securing repeat business.
- Facilitated event proposals and contract negotiations, achieving an 85% close rate.

PUBLIC RELATIONS COORDINATOR & MARKETING

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

- Cultivated relationships with potential referring dental practices, enhancing referral leads by 50%.
- Developed and led CE Lunch & Learn programs, focusing on key referring offices to strengthen partnerships.
- Designed marketing materials and coordinated participation in strategic community events.

DIRECTOR of SALES & EVENTS

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

- Converted 95% of event leads by leveraging creative marketing strategies to enhance venue awareness.
- Nurtured client relationships from initial contact to event resulting in recurring clients.
- Oversaw \$1M venue expansion to support increased bookings and high occupancy.

SKILLS

Consultative Selling	Business Development	Event Planning/ Event Management
Closing	Vendor Relations	Microsoft Office
Client Relationship Management	Community Relations	Canva
Contract Negotiation	Customer Focus	Google Suite

EDUCATION

Bachelor of Fine Arts, Graphic Design | Rochester Institute of Technology

Digital Marketing | General Assembly 2021

NYS License Program, Dental Assisting | Monroe2Boces

Wedding MBA | Las Vegas 2019