**Brooke E. Atkinson**

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**Education: Atlantic Institute of Oriental Medicine, Fort Lauderdale, FL 2022-2025**

Bachelor of Health Sciences

 Master of Traditional Chinese Medicine and Acupuncture 2025

 **University of North Carolina, Chapel Hill, NC**

Bachelor of Arts: Interpersonal & Organizational Communications 2012 Kenan-Flagler Business Essentials Certificate 2011D1 Varsity Student Athlete - Woman's Swimming 2008-2012

**Experience: Atlantic Institute of Oriental Medicine - Fort Lauderdale, FL 2022- Present** Student Practitioner

 Worked with many patients on multiple issues from cardiac, auto-immunes, infertility and Women’s Health, pain management and preventative care. Conducted acupuncture techniques and formulated medical grade herbal formulas with supervision of a licensed acupuncturist. Practiced TCM theory for Food Therapy, Lifestyle, Tuina (massage therapy), qi gong (exercise therapy), Moxibustion, herbal therapy and acupuncture.

 **Atkinson, P.A. - Miami, FL 2017 – Present** Business Development/ Marketing Director/ HR

Manage and maintain all outside relationships with clients utilizing direct and indirect communication methods primarily targeting Insurance companies. Organize and prepare all business proposal packages and company presentations. Arrange networking meetings, presentations and gatherings for continuing education courses and business development events. Attend all conventions and networking opportunities in the local area ( schools, insurance and legal events). Work with office manager with any additional work such as filing proper licenses with the city and county, creating a new health care plan, and hiring (on boarding and off boarding) of employees. Create and maintain all marketing strategies ( CRM, website, news letters, press release, awards, IT, Sharepoint, social media, podcasts, remote access, Covid policies/ updates), office design and promotional products. Work with president, partners and comptroller to manage yearly marketing plans and budgets.

**Fidelity Real Estate,LLC- Fort Lauderdale, FL 2017- Present** Associate Realtor

Managed and maintained all documents from personal records to bank statements (proof of funds), along with all contracts from drafts to close. Worked as a sol proprietor creating the face of Inlet Drive to help separate the different areas of business I work in. Unitized my communication and sales skills helping multiple buyers and sellers find their new homes or renting their investment properties, conducted comparable documents and lending honest advice regarding the market to help my client’s reach his or her goals. Mostly worked with million dollar properties but do not shy way from any rental or sale I could help a client with.

**Hernandez Construction, Development and Real Estate-Miami, FL 2017**  Business Development Manager

Manage and maintain all outside relationships with owners and LPs. Recognizing and spearhead potential opportunities enabling Hernandez Development and Construction to grow. Active member in ICSC, ABC, CIASF, FSSA and NAIOP to represent Hernandez Construction/ Development. Attend all conventions and networking opportunities. Keep an over view on all job to protect all Hernandez / Owner relationships to insure projects are progressing as needed according to contract while making sure any concerns or additional request are fulfilled within reason for the owner. Work with CEO, CFO, Director of Operations and Senior Developer to create new processes and organize their current process. Help close all land deal transactions as a buyer’s rep.

 **Orthofix - Options Medical - Miami, FL 2016 – 2017**

Territory Manager

Manage all Miami Dade County for Orthofix BioStim. Work with our operations manager, regional sales manager, office manager and insurance adjusters to effectively target the territory and achieve the most profit for our device. Mapping the territory to grow a book of business with research, networking, creating relationships through lunch, dinner, conferences and cold calls. Logging all interactions creating trending reports and pipelines. Gather all proper documentation from offices and/or hospitals to submit orders, retrieve authorization or a P.O. and educate patients on the product upon delivery or before deliver if serviced in the O.R.. I work with our team of insurance adjusters, office manager, operations manager and regional sales manager as we follow the order to a complete closed billable packet.

 **Orthofix - Options Medical - Broward- Indian River, FL 2015 – 2016**

Associate Territory Manager

Generating revenue for Orthofix BioStim in both spine and extremity, a class three external device. Contribute to the territory’s sales by calling on new doctors, utilizing and creating relationships, gathering proper documentation from offices to submit orders, managing and generating trending reports, mapping the territory to locate new target clients, delivering and educating the patient on the proper use and maintenance of the device. Assist in the preparation and operation of conventions, and/or clinical meetings and dinners. Resulting in a 23% growth, being a key player in the end of year results achieving 125% to plan. Recognized as the Associate Territory Manager of the Year and receiving the Pinnacle Award.

  **Pine Crest School - Fort Lauderdale, FL 2012 – 2015**

Director of Marketing and Sales; Assistant Swim Coach

Responsible for 2 revenue streams, the Competitive International Swim Camp and international commercial facility rentals. Leading the direct marketing, sales and operational efforts for the Competitive International Swim Camp yielding a 34.5% growth in sales year over year, maximizing the camp’s capacity by 2015, with 1 million in sales within 6 weeks. The commercial facility rentals had a 37% growth in sales year over year since 2012 targeting NCAA Division I, II, III athletic teams and professional teams.

 **Stella Di Mare Designs LLC. – Fort Lauderdale, FL 2013 - 2015**

 Partner and Designer

 Design and Manage inventory sales and marketing while maintaining complete P&L. Targeting boutiques and marine hobby stores to purchase wholesale. Manage and market art fair and online direct sales to customers.

**Leadership 2018** Phi Theta Kappa Honor Society

**and Awards 2015** Associate Spine and Physio Territory Manager of the Year

  **2015** Pinnacle Award Physio: 125% to plan

1. Distribution of the year Spine & Physio: team brought in 21.56 million in sales
2. Pine Crest Athletic Hall Of Fame:outstanding swimming scholar athlete career

 **2008 - 2012** UNC Women’s Varsity Swim Team: Division I, Scholarship Athlete

 **2008** US Olympic Trial Qualifier: Athlete; swimmer

**Volunteer**: **2019** International Medical Relief; Volunteer - Grand Bahama Island; Freeport

 **2015 - 2021** Co- Founder of SGA Fund for cancer research and education- Boca Raton, FL **2010 - 2012** Sponsorship & Sales; IMG Mercedes-Benz Fashion Week – Miami, FL; New York, NY

Licenses:  **2017- Present** Active Florida Real Estate License

 **2020-2022** National CPR Foundation Provider Card