

SARAH SMITH

Executive Level Professional

Account Manager / Customer Success Manager / Executive Administrative Assistant / Project & Program Manager / Business Operations Management / Corporate Leadership

CONTACT



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Tucson, AZ 85715

SKILLS

Account Management
Customer Success Management
Administrative Support
Operations Management
Project/Program Management
Strategic Business Management
Account Portfolio Strategy & Growth
Key Account Retention & Expansion
CRM Management & Data Hygiene
Executive Communications
Client Presentations & Reviews
Performance & KPI Tracking
Organizational Transformation
Cross-functional Collaboration
Leadership Skills

EDUCATION

Associate of Applied Science in
Veterinary Technology
Pima Community College, Tucson, AZ

Associated of Science - General
Studies
Pima Community College, Tucson, AZ

Coursework in Broadcast Journalism
Arizona State University, Tempe, AZ

SUMMARY

Results-driven operations and relationship management professional with 13+ years of leadership experience in high-volume, multi-site business environments. Expertise in strategic account management, client success, and data-driven growth strategies. Proven ability to build and retain loyal customer bases, optimize operational performance, and lead cross-functional initiatives. Certified Veterinary Business Leader (CVBL) with transferable skills in CRM management, client communications, and project portfolio leadership. Passionate about turning empathy into efficiency, whether building customer loyalty through personalized onboarding or advising leadership on budget decisions. Effective communicator and vision-driven leader with the ability to interrelate with teams and build collaborative, trustworthy relationships across functions to achieve set goals. Seeking to leverage deep client service and operational acumen in an Account Management or Customer Success role outside the veterinary industry.

CAREER HIGHLIGHTS

Account Management:

- ◆ Managed a portfolio of 1900+ active client accounts, driving retention rates of 20–32% per quarter through targeted engagement and value optimization.
- ◆ Developed and executed territory business plans that consistently attracted 200+ new clients quarterly, expanding market reach and revenue streams.
- ◆ Cultivated and managed 50+ vendor and partner relationships, negotiating contracts that secured \$16K in refunds and 20%+ reductions in service fees.

Customer Success & Relationships Growth:

- ◆ Maintained industry-leading client satisfaction scores of 4.85–5.0/5 across 75–197 quarterly reviews through proactive communication and service recovery.
- ◆ Increased client retention by 15% over three years by implementing structured feedback loops and personalized engagement strategies.
- ◆ Built and nurtured referral networks with local businesses and community organizations, resulting in sustained new client acquisition and brand visibility.

CRM Management & Sales Technology Proficiency:

- ◆ Leveraged ezyVet practice management system to track client interactions, monitor KPIs, and manage a database of active clients.
- ◆ Implemented Weave+ integrated communication platform, improving client outreach efficiency and response times.

Data Analysis, Reporting & Insights Generation:

- ◆ Produced weekly executive "PUPdate" reports synthesizing revenue, payroll, COGS, and client satisfaction metrics to inform strategic decisions.
- ◆ Analyzed operational and financial data to identify trends, reduce COGS by 10%, and improve labor efficiency by 7% over three years.

Client & Executive Communications Management:

- ◆ Served as primary communication bridge between executive leadership, cross-functional teams, and clients, ensuring alignment and clarity.
- ◆ Authored and distributed quarterly client newsletters, marketing campaigns, and community updates, maintaining consistent brand messaging.
- ◆ Facilitated monthly staff meetings, leadership briefings, and client review sessions, driving engagement and accountability.

Strategic Operations & Project Management:

- ◆ Led over 15 capital and operational projects, ranging from building expansions to technology migrations and system implementations.
- ◆ Managed the end-to-end migration of a 14-year client database to a cloud-based platform, completing the transition with zero downtime.
- ◆ Managed a portfolio of multi-site operations, consistently meeting quarterly revenue targets of \$1.08–\$1.12M.

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TECHNICAL SKILLS

- ◆ **Productivity Tools:** ezyVet, Google Workspace, Microsoft Office Suite, Trello, IntraVet, and ImproMed
- ◆ **Data & Reporting:** KPI Dashboards, Performance Analytics, Client Feedback Systems
- ◆ **Communication Platforms:** Mass Email Systems, Social Media Management

CERTIFICATIONS

- ◆ Certified Veterinary Technician (CVT) - State of Arizona & National (2010)
- ◆ Certified Veterinary Business Leader (CVBL) - VetFolio/NAVC (2023)
- ◆ Fear Free Certified Professional - Elite Level (2019)
- ◆ Certificate in Veterinary Burnout Preparedness (2025)

TRAINING ATTENDED

- ◆ VHMA CVPM Test Prep Program
- ◆ OSHA, AAHA, and DEA Compliance Training
- ◆ Veterinary Business Finance & Leadership Workshops

AFFILIATIONS

- ◆ VHMA and AzVMA Member
- ◆ Prospective CVPM Candidate
- ◆ Tucson Independent Veterinary Practice Managers (founding group member)

EXPERIENCE(S)

DIRECTOR OF OPERATIONS / PRACTICE MANAGER

PAWS Integrative Veterinary Center, Tucson, AZ

Apr 2019 – Present

- ◆ Managed a portfolio of active client accounts, implementing retention strategies that sustained 20-32% quarterly retention rates and attracted 190-200+ new clients per quarter.
- ◆ Served as primary relationship manager for key accounts, maintaining satisfaction scores of 4.85-5.0/5 through personalized communication and proactive issue resolution.
- ◆ Utilized ezyVet CRM and Google Workspace to track client interactions, analyze engagement data, and produce weekly executive reports on performance metrics.
- ◆ Analyzed financial and operational KPIs to identify growth opportunities, resulting in a 10% reduction in COGS and 7% improvement in labor efficiency over three years.
- ◆ Authored and distributed quarterly client newsletters, marketing campaigns, and community updates, strengthening brand presence and client loyalty.
- ◆ Directed a building expansion and technology migration project, managing vendor relationships and timelines to ensure on-budget, on-time delivery.

SPECIALTY TECHNICIAN

Eye Care for Animals, Tucson, AZ

Aug 2017 – Apr 2019

- ◆ Managed patient and client communications for a specialty ophthalmology service, ensuring high satisfaction and clear care coordination.
- ◆ Collaborated with a team of four technicians to maintain consistent service delivery and client experience standards.

EMERGENCY TECHNICIAN

Veterinary Specialty Center of Tucson – Tucson, AZ

Apr – Aug 2017

- ◆ Coordinated care for critical patients and communicated with clients during high-stress situations, demonstrating empathy and clarity under pressure.
- ◆ Collaborated with a multi-disciplinary team to ensure seamless patient transitions and consistent messaging.

LEAD TECHNICIAN & HR ASSOCIATE / SOCIAL MEDIA COORDINATOR

Rita Ranch Pet Hospital – Tucson, AZ

Jun 2009 – Apr 2017

- ◆ Assisted in managing client relations and service delivery, contributing to practice growth and community reputation.
- ◆ Implemented digital record-keeping and social media strategies that increased online engagement and client acquisition.
- ◆ Supervised, scheduled, and trained a team of veterinary technicians, implementing structured onboarding and performance checklists that improved team coordination and clinical consistency.
- ◆ Championed the transition from paper-light to fully digital medical records, developing the implementation plan and training staff, which streamlined patient data access and improved workflow reliability.
- ◆ Authored weekly educational blog posts and managed the hospital's social media presence, increasing online engagement and driving new client referrals through community-focused content.
- ◆ Played a key role in achieving and maintaining AAHA accreditation by developing and documenting hospital-wide protocols and safety standards.
- ◆ Assisted in full-cycle recruitment for technical staff; from writing job descriptions and conducting interviews to facilitating working interviews, strengthening team composition and retention.

VOLUNTEER EXPERIENCE

- ◆ Puppy Foster – Tucson Central Nursery Animal Rescue (2025)
- ◆ Kitten Foster – Hermitage Cat Shelter & Pima Animal Care Center (2010-2016)
- ◆ Student Shadow Coordinator – PAWS Veterinary Center