



NASHVILLE

PLASTIC SURGERY

— Michael Cash, MD —

Marketing Manager/ Patient Coordinator

Education/Work Experience:

- Bachelor's degree preferred
- 2-5 years experience in the aesthetic industry
- Understanding of marketing plans and strategies

Skills:

- Ability to thrive in a team environment focused on superior patient care
- Social media management and marketing experience
- Self motivated and ability to function independently and confidently
- Exceptionally detail oriented
- Strong organizational skills

Responsibilities:

- Marketing manager responsible for content creation for social media and website advertising
- Being a liaison and interacting closely with the website management/SEO team
- Development and implementation of cohesive marketing strategies across all platforms
- Generate advertising opportunities in the community
- Interacting with patients to help guide them through their journey
- Comfort with quoting and asking patients to proceed with procedures and treatments
- Consistent follow-up with existing and potential patients with the intent of generating additional encounters and procedures
- Perform daily administrative duties regarding interactions with patients via phone, email, social media, and website
- Assist in scheduling surgeries when appropriate

About Nashville Plastic Surgery

Nashville Plastic Surgery is a single physician practice focused on both cosmetic and reconstructive plastic surgery. We have worked hard to create an environment of honesty and trust while providing the highest quality plastic surgery to our patients. It is an atmosphere that is immediately apparent to both the staff and the patients and creates an enjoyable and meaningful work environment.