

AMY J. PANEBIANCO

PHONE (520) 820-5568 * INFO@INTEGRATIVEWELLNESSMD.COM

Work Experience

Health & Healing Business Consultant

www.IntegrativeWellnessMD.com

Supporting Integrative Medicine physicians and health & healing practitioners in private or group settings to refine their practice vision by assisting in the development of practical and tangible business strategies to achieve their long-term goals. Providing individually tailored approaches to achieve practice efficiency & effectiveness through business development & planning, administrative process design, successful problem solving, marketing plan implementation, promotional material design, and web site development.

Tucson, AZ

9/1/05 – Current

Administrative Director

Cayuga Heights Center for Wellness & Healing Arts

www.CayugaWellness.com

Responsible for wellness center management including finding innovative and cost effective solutions to integrative medical business needs. Established administrative systems for office management including medical-legal policies and implemented database programs for accounting and documentation including electronic medical records system. Developed organizational vision & mission and coordinated public relations & marketing campaign encompassing web, print, radio, & special event marketing. Coordinated interdisciplinary wellness programming including staffing & scheduling of healing arts practitioners. Organized staff development through annual retreats and interdisciplinary roundtables for team building & collaboration.

Ithaca, NY

7/1/02 – 9/30/06

Administrative Coordinator

Engineering Learning Initiatives, Cornell University

Responsible for organizing and increasing efficiency of office management systems utilizing web based management and database software for undergraduate research awards, accounting, program evaluation, and analysis of enrollment demographics for budgeting & funding. Responsible for public relations and marketing campaign including name change, vision & mission clarification, and marketing material design. Also provided special event coordination for student training, leadership seminars, and research poster sessions.

Ithaca, NY

9/1/04 – 8/1/05

Administrative Director

Ithaca's Integrative Community Wellness Center, 501C3

www.IthacaWellness.com

Served as primary administrator of IICWC which included applying and being awarded with 501-C3 not for profit status. Implemented financial accounting & reporting system which included database development. Established & coordinated educational programming including volunteer staffing for health lecture series, annual healing arts fair, and membership meetings & conferences. Coordinated public relations & marketing campaign including website development and design & distribution of pamphlets, community newsletters, and Ithaca's Healing Arts Directory.

Ithaca, NY

01/1/01 – 6/1/03

Education

Computer Skills

Proficient in Microsoft applications and accounting, presentation, & web management software including Excel, Access, Power Point, Publisher, FileMaker, and Adobe In-Design.

State University of New York College at Fredonia

Bachelor of Arts: Legal Studies

Legal Studies is an interdisciplinary major, which included studies in business, accounting, economics, political science, sociology, psychology, and anthropology and included a legal internship with NYS Supreme Court Justice Joseph Gerace. Honors included being a recipient of the Alumni and Trustees Award scholarships, President of Phi Theta Kappa Honor Society, and a Roger Seager Presidential Scholar.

Fredonia, NY

Minor: Economics