

DONNA SARVELLO, MBA, BCTMB

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Professional History

New School for Massage, Bodywork & Healing

Director of Education

May 2021 - 7 2023

- Wrote, edited, and proofread external communications.
- Maintained and managed the national accreditation process.
- Developed and trained staff on new policies and procedures.
- Wrote policies and procedures which improved workplace efficiencies and streamlined cumbersome processes.
- Developed an Instructor Training Program.
- Created a Continuing Education Program from start to finish which attracted the strongest instructor candidates across the country.
- Responsible for hiring, onboarding, training, and developing all employees.
- Recruited and enrolled new students.

Alliance of Massage Therapy Educators

Board of Directors

2021 - Present

- Volunteer position to better help the Massage Therapy community. Attend monthly meetings and contribute on special projects.

National Certification Board for Therapeutic Massage & Bodywork (NCBTMB) Nonprofit

Vice President of Educational Support

July 2010 - April 2021

- Directly supported the CEO and Board of Directors by coordinating travel arrangements, meals, and communications to the public.
- Trained Board members regarding business processes.
- Worked directly with the Executive Committee of the Board of Directors on all new projects.
- Developed and managed an annual budget for three departments.
- Developed website content.
- Supported the Marketing Department by writing content and editing documents and communications prior to distribution.
- Developed the NCBTMB policies and guidelines.
- Conducted webinars and drafted communications which were distributed nationally to all members regarding NCBTMB's programs.
- Redesigned the Continuing Education and Assigned School applications.
- Managed three volunteer committees by preparing the agenda and minutes, and researching information they needed to make educated decisions.
- Traveled extensively to represent NCBTMB at national conferences.
- Presented materials on the successes and future goals of the NCBTMB's Board Certification Program.
- Doubled Continuing Education revenue in the first year through written communication.
- Evaluated, approved, and denied continuing education and school application based on NCBTMB guidelines.
- Investigated schools and CE providers to determine legitimacy and reported illegitimate practices to the appropriate state agency board.
- Worked with partnering State Boards to assist in creating and implementing massage therapy regulations and rules.

Everest College, Skokie, Illinois

Program Manager

July 2003 - June 2010

- Supported the Director of Education through tracking students' progress.
- Was the interim Director of Education and Registrar.
- Developed/wrote curriculum and exams for all partner schools across the country.
- Managed and developed instructors.
- Instructed and evaluated adult learners based on a set of guidelines I implemented.
- Responsible for the evaluation and resolution of student inquiries, issues, and problems.

Panelli's Pizza, Beef and Subs Inc., Berwyn, Illinois

Owner

June 2003 - December 2007

- Managed all employees. Responsible for hiring, onboarding, and in rare cases termination.
- Prepared all payroll and monthly, quarterly, and annual tax documents.
- Created marketing and advertising materials to increase sales and drive additional revenue. Forecasted annual budget to find ways to save on expenses and increase profit margins.

EDUCATIONAL HISTORY

Everest Online

- Masters of Business Administration 2009 - 2010

University of Phoenix

- Bachelors of Science in Business Management 2005 – 2006

Westwood College of Technology, Schiller Park, Illinois

- Associate of Applied Science in Computer Network Engineering, 2001 - 2003

SKILLS

- Write, review, and edit emails, memos, documents, policies, applications and literature.
- Support the marketing department through writing and proofreading communications.
- Provide email and communications support with clientele.
- Develop strong relationships with staff and management.
- Team player.
- Recruit talented people for all positions.
- Onboard and train all new employees.
- Hire/terminate people as needed.
- Strong leadership/team building skills.
- Provide superior internal and external customer support.
- Self-motivated – Opened a small restaurant in 2003.
- Excellent listening and problem-solving skills.
- Adapt to new tasks quickly.
- Working with metrics.
- Time management and project completion.
- Completing applications and documents – accreditations, membership, state approvals
- Curriculum writing.
- Develop and lead live webinars.
- Rebrand through marketing and communication.
- Public speaking.
- Build strong relationships between organizations.
- Attended Board meetings – Create agendas and take minutes.
- Event planning, accommodations, and execution.

Technical Skills

- Microsoft Office Suite
- Google Workspace
- Credential Manager