Derek Nielsen

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HEALTHCARE SOFTWARE SALES | CLIENT IMPLEMENTATION | PRACTICE OPERATIONS

Professional Summary

Sales and implementation professional with a Doctor of Physical Therapy degree and three years of experience selling GoHighLevel-based business solutions to physical therapy clinics. Personally signed 100+ independent clinic businesses through full-cycle, consultative sales. Combines firsthand cash-pay practice ownership with hands-on expertise in CRM configuration, marketing automation, customer onboarding, and ongoing support.

Core Skills

Consultative Selling • Full-Cycle Sales • Lead Generation • Needs Assessment • Solution Presentations • Client Onboarding • CRM Implementation • Marketing Automation • Customer Support • Physical Therapy Practice Operations

Professional Experience

The New Age PT LLC — Sales & Client Solutions

Chapel Hill, NC · Remote | May 2023–October 2026

- Personally signed 100+ independent physical therapy businesses for GoHighLevel-based solutions priced at $299–$1,500 per month.
- Managed the full sales cycle, conducting 60-minute Zoom consultations to uncover clinic owners' needs, assess fit, present solutions, and secure agreements.
- Generated prospects through Facebook advertising, daily emails to an opt-in subscriber list, word of mouth, and referrals.
- Built a reusable GoHighLevel configuration encompassing websites, scheduling, automated appointment and intake reminders, patient reactivation, and post-visit feedback.
- Personally handled implementation, including phone-number transfers, staff permissions, and integrations with Google Calendar, email, Facebook, and payment systems.
- Created a training course covering desktop and mobile workflows; served as the primary contact for ongoing troubleshooting and client support.
- Simplified daily clinic workflows around patient scheduling and payment collection by configuring supporting automations in advance.

Sokal — Paid Social Media Specialist

Raleigh, NC | July 2022–May 2023

- Managed Facebook advertising for 20–30 automotive dealership accounts across the United States.
- Handled campaign setup, ad copy, creative, audience targeting, optimization, and performance reporting.

Kaizen Physical Therapy LLC — Owner | Physical Therapist & Practice Operations

Durham, NC | May 2018–July 2022

Concurrent role: Social Media Marketing Specialist | January 2019–July 2022

- Founded and independently operated a cash-pay outpatient physical therapy practice, managing patient care, sales, marketing, and clinic systems.
- Conducted prospective-patient phone consultations, converted inquiries into paid evaluations, and presented paid plans of care based on clinical needs.
- Built and operated GoHighLevel-based systems to support clinic business workflows.
- Generated patient interest through Facebook and Instagram advertising, local business outreach, and networking events.
- Created landing pages, email follow-up sequences, and webinar presentations; connected CRM workflows through Zapier.
- Used Google Analytics, Google Tag Manager, UTM tracking, and Hotjar to assess campaign and landing-page performance.
- Treated chronic pain and orthopedic conditions, helping patients pursue active lifestyles through conservative care.

LeBauer Physical Therapy LLC — Physical Therapist

Greensboro, NC | May 2017–May 2018

- Provided outpatient orthopedic and chronic pain care in a cash-pay physical therapy practice.
- Conducted prospective-patient sales calls and presented paid plans of care.
- Relocated to North Carolina to work directly with a cash-pay practice owner and gain clinical and business experience before opening an independent practice.

Additional Customer Service Experience

Brio Tuscan Grille — Server

Murray, UT | September 2011–June 2014

Red Lobster — Server/Bartender

Sugarhouse, UT | January 2009–September 2011

Education

Doctor of Physical Therapy — Drexel University, 2017

Bachelor's Degree, Exercise and Sport Science — University of Utah, 2014

Associate of Science — Salt Lake Community College, 2012

Technology

GoHighLevel • Meta Ads Manager • Zapier • Google Analytics • Google Tag Manager • Hotjar • Google Calendar • Camtasia • PowerPoint • Zoom