

# NICOLE WATTS

Enthusiastic, highly resourceful, results-driven, self-starter with 27 years of experience in the animal welfare and veterinary fields. Highly skilled in fundraising, team development, and nurturing relationships.

## EXPERIENCE

### JANUARY 2024 - PRESENT

#### **EXECUTIVE DIRECTOR, HUMANE SOCIETY OF CENTRAL ILLINOIS**

**Management:** Directed a team of 4 managers, 46 hourly employees, 1 DVM, 1 events coordinator and 5 interns. Held a consistent cadence of leadership meetings to track progress and execution of protocols. Implemented new programs to improve morale, eliminate burnout and grow the skill set of all staff members.

**Finance:** Reported to the Board of Directors on budget, P&L review, and cost-cutting measures for the organization. Saved this company over \$150,000 annually on labor and goods. Worked closely with the development team to increase revenue, fundraising and donations which resulted in an increase of \$78,000+ per month in revenue. Completed bi-weekly payroll and accounts payable submissions. Established a foster program to save on shelter operation costs. Mentored the development team on marketing and fundraising to bring in larger dollar amounts from business sponsors and events. Spearheaded a planned giving campaign to bring in \$1,000,000 over 9 months. Collaborated with the Board Treasurer to save this company \$800,000 on investments. Network For Good fundraising software and Quickbooks finance software.

**Development:** Spearheaded the development of an on-site veterinary program to provide low-cost spay/neuter services for both the community as well as the shelter animals. Developed a foster program for high risk pets to provide more intensive care until they are ready for adoption. Worked with the Board of Directors on capital improvements and project management for the building. Facilitated 2 software upgrades = Ark to ShelterLuv and SignUpGenius to Volgistics.

**Public Relations:** Served on the Marketing Communications Committee to increase outreach to donors, adopters and volunteers. Made weekly public appearances on TV, Radio, Newspaper and Social Media to represent the organization and promote events. Coordinated media content for all platforms. Delivered monthly presentations to crowds of 300+ people.

**Organization outperforming industry averages:** According to Network for Good Sector Comparison = HSCI outperformed similar animal welfare organizations by 85% in new donor acquisition, 77% in total donors, 32% increase in revenue growth and 25% increase in average gift growth from 2024 to 2025.

### 2022 TO 2023

#### **VETERINARY HOSPITAL MANAGER, HEARTLAND ANIMAL HOSPITAL OF SOUTHERN VETERINARY PARTNERS**

**Management:** Managed a team of 5 doctors, 18 assistants and 6 receptionists in a small animal general practice. Ensured smooth daily operations and best quality of care for the patients.

Coordinated weekly scheduling, monthly staff meetings and continuing education. Facilitated a software upgrade from Clientrax to EZVets. Working knowledge of AllyDVM correspondence software and Google suite.

**Finance:** Maintained inventory at 10% of monthly revenue and non-vet labor at 13% of monthly revenue for a practice making \$4 million annually. Reduced my COGS by 7.7% from Q1 to Q2 in 2023. Completed bi-weekly payroll, billing submissions, P&L reviews, month end evaluations and monitored DVM production. Educated all staff on practicing best quality medicine, which often increased each invoice by up to \$200.

**Leadership:** Extensive experience interviewing and hiring to build the best team for the practice. Working closely with other hospital managers in my region to collaborate and support one another. Sharing skills and information so everyone had the chance to grow, develop and succeed.

**Client Relationships:** Resolved client concerns and conflicts calmly and effectively. Showed exceptional hospitality to every client and expressed enthusiasm and empathy where appropriate. Comfortable setting up third party payment plan options.

**Maintenance:** Familiar with equipment maintenance, DEA and OSHA compliance, inventory, controlled drug logs.

## **2008 TO 2021**

### **EXECUTIVE DIRECTOR, EQUIZEN PERFORMANCE EQUINE**

**Operational Management:** Managed all functions of the business, from scheduling and bookkeeping to marketing and sales, to directly delivering service to the clients, and maintaining relationships to retain clients for the lifetime of the business.

**Sales:** Grew this company from a \$20,000 startup to \$1 million+ gross annual sales for a single-practitioner mobile holistic animal practice. Utilized several marketing approaches, including website, social media, educational videos and public group presentations.

**Multi-site:** Served client locations in North Carolina, South Carolina, Florida, Virginia, Maryland, New York and Illinois, and overseas including Ireland and France.

## **2005 TO 2008**

### **HEAD VETERINARY NURSE, AIKEN ANIMAL HOSPITAL**

**Management/Training:** Trained and managed a team of 9 employees including receptionists, veterinary assistants and kennel attendants.

**Surgery:** Pre-surgical preparation including endotracheal intubation, induction and sterile technique. Monitored patients while under injectable and inhalant anesthesia. Performed dental prophylaxis on dogs and cats with power scaling equipment. Neutered male cats and sutured wounds.

**Treatment:** Administered oral, topical, subcutaneous, intramuscular and intravenous medications. Placed urinary catheters in male dogs, performed cystocentesis on male cats, expressed anal glands on dogs and cats.

**Rehab:** Performed massage and hydrotherapy to rehabilitate post-operative and trauma patients.

**Radiology:** Taking digital x-rays using correct technique

**Pharmacy:** Filling prescriptions, knowledge of most drugs and classes. Maintained controlled drug logs.

**Laboratory:** Hemavet CBC machine, VetTest Chemistry machine, VetLyte electrolyte measure, snap tests including canine heartworm, FeLV/FIV and Cortisol. Dipstick urinalysis, fecal analysis including floats and smears, skin scrapes, blood smears, ear cytology.

**Venipuncture:** Cephalic, saphenous and jugular venipuncture and IV catheter placement.

**Assistance:** Assisted the veterinarian with all examinations by providing proper restraint (including avians, rodents and other exotics) and preparing supplies. Handled emergencies calmly and quickly. Handled daily duties such as feeding animals, keeping instruments clean and supplies stocked and accessible.

**Reception:** Answered the telephone, scheduled appointments, kept medical charts up-to-date, and monitored the cleanliness of the office areas. Working knowledge of Clientrax veterinary software.

## **2003 TO 2005**

### **VETERINARY TECHNICIAN, MEADOWLAWN ANIMAL SERVICES**

**Sales and Client Services:** Increased revenue to \$1.5 million annual gross sales for a single-doctor practice through client education.

**Surgery:** Pre-surgical preparation including endotracheal intubation and induction, and sterile technique. Monitored patients while under injectable and inhalant anesthesia. Performed dental prophylaxis on dogs and cats with power scaling equipment. Neutered male cats and sutured wounds.

**Treatment:** Administered oral, topical, subcutaneous, intramuscular and intravenous medications. Placed urinary catheters in male dogs, expressed anal glands on dogs and cats.

**Radiology:** Taking digital x-rays using correct technique

**Pharmacy:** Filling prescriptions, knowledge of most drugs and classes. Maintaining controlled drug logs.

**Laboratory:** Cell-Dyn CBC machine, SpotChem Chemistry machine, I-STAT electrolyte measure, snap tests including canine heartworm, FeLV/FIV and IgG foal tests. Dipstick urinalysis, fecal analysis including floats and smears, skin scrapes, blood smears, ear cytology.

**Venipuncture:** Cephalic, saphenous and jugular venipuncture and IV catheter placement.

**Assistance:** Assisted the veterinarian with all examinations by providing proper restraint (including avians, rodents and other exotics) and preparing supplies. Handled emergencies calmly and quickly. Handled daily duties such as feeding animals, keeping instruments clean and supplies stocked and accessible.

**Training:** Trained new and existing employees for technician duties.

**Equine:** Assisted with examinations, surgeries (castrations, injuries) and emergencies (colic). Extensive experience radiographing legs and hooves for lameness diagnosis. Jugular venipuncture for Coggins testing. Participated in live cover and artificial insemination breedings, collection of stallions, chilled semen extension, prep and analysis.

**Inventory:** Handled the entire inventory and ordered all food and supplies for the hospital

**Reception:** Answered the telephone, scheduled appointments, kept medical charts up-to-date, and monitored the cleanliness of the office areas. Working knowledge of Cornerstone veterinary software.

**Public Relations:** Wrote weekly pet health education articles for the local newspaper, The Lorain Scene.

## **1998 TO 2002**

### **HEAD VETERINARY TECHNICIAN, ANSON ANIMAL HOSPITAL**

**Management/Training:** Trained and managed a team of 9 employees, including receptionists, veterinary assistants and kennel attendants.

**Surgery:** Pre-surgical preparation. Monitored patients while under injectable and inhalant anesthesia. Neutered male cats and sutured wounds.

**Treatment:** Administered oral, topical, subcutaneous, intramuscular and intravenous medications.

**Radiology:** Taking and developing film x-rays using correct technique.

**Pharmacy:** Filled prescriptions and stocked the pharmacy. Maintained controlled drug logs.  
**Laboratory:** Cell-Dyn CBC machine, VetScan Chemistry machine, and snap tests including canine heartworm and FeLV/FIV.  
**Venipuncture:** Cephalic, saphenous and jugular venipuncture and IV catheter placement.  
**Assistance:** Assisted the veterinarian with all examinations by providing proper restraint and preparing supplies. Handled emergencies calmly and quickly. Handled daily duties including feeding animals, bathing/grooming and keeping instruments and supplies clean and accessible.  
**Equine:** Assisted with examinations. Jugular venipuncture for Coggins testing.  
**Inventory:** Handled the entire inventory and ordering of supplies.  
**Reception:** Answered the telephone, scheduled appointments, kept medical charts up-to-date, and monitored the cleanliness of the office areas.  
**Internship:** Completed my 200-hour internship toward my Veterinary Technician Degree during my employment here. Received excellent evaluations from all supervising doctors.  
**Promotions:** I started as an assistant and received two promotions during my employment here.

## EDUCATION

**2025**

**MASTERS DEGREE IN INTEGRATIVE MEDICINE, QUANTUM UNIVERSITY**

**2022**

**BACHELORS DEGREE IN HEALTH SCIENCES, QUANTUM UNIVERSITY**

**2009**

**CERTIFICATE, ROCKY MOUNTAIN SCHOOL OF ANIMAL ACUPRESSURE AND MASSAGE THERAPY**

**2004**

**ASSOCIATES DEGREE IN VETERINARY TECHNOLOGY, THOMSON EDUCATION DIRECT (NOW PENN FOSTER)**

**1996**

**DIPLOMA, CARDINAL GIBBONS HIGH SCHOOL**

## ADDITIONAL ACTIVITIES

**2024 TO 2026**

**BOARD MEMBER, CENTERLINE DRESSAGE**

Organizing club activities, competitions and educational events

## REFERENCES



AVAILABLE UPON REQUEST