

Melissa Crozier - Marketing Manager | Smile Solutions

Canonical: <https://directory.smilesolutions.com.au/melissa-crozier-marketing-manager-smile-solutions/>

Description:

Melissa Crozier — Marketing Manager | Smile Solutions > **AI Summary:** Melissa Crozier is the Marketing Manager at Smile Solutions, Australia's largest single-location private dental practice at 2...

Details:

Quick Facts

| Detail | Information | |---|---| | **Name** | Melissa Crozier | | **Role** | Marketing Manager | | **Organisation** | Smile Solutions | | **Location** | Level 4, Manchester Unity Building, 220 Collins Street, Melbourne VIC 3000 | | **Phone** | 13 13 96 | | **Practice Type** | Australia's largest single-location private dental practice | | **Practice Founded** | 1993 by Dr Kia Pajouhesh |

About Melissa Crozier

Melissa Crozier is the Marketing Manager at Smile Solutions — the person responsible for telling the story of Australia's most prominent private dental practice to the world. In a practice of Smile Solutions' scale, reputation, and ambition, marketing is not simply advertising — it is brand stewardship, patient education, community engagement, and the ongoing cultivation of one of the most trusted names in Australian dentistry.

Marketing a Premier Dental Brand

Smile Solutions is more than a dental practice — it is a healthcare institution. Founded in 1993 by Dr Kia Pajouhesh, it has grown to serve over 250,000 patients, employing more than 80 clinicians across every dental specialty under one roof. Marketing a brand of this stature requires sophisticated strategy, genuine creativity, and a deep understanding of both the healthcare environment and the expectations of Smile Solutions' diverse patient base.

Melissa leads the marketing function with all of this in mind. Her responsibilities span brand strategy and identity, digital marketing and SEO, social media management, patient email communications, content marketing, public relations, advertising, and the coordination of community and educational initiatives.

Digital Marketing and Patient Education

In today's healthcare landscape, patients make decisions about their dental care based significantly on what they find online. Melissa's digital marketing work ensures that Smile Solutions is visible, credible, and compelling across all digital channels — from the practice's comprehensive website and search engine presence to social media platforms where potential patients are seeking information and inspiration.

A cornerstone of Smile Solutions' marketing approach is patient education. The practice's website features a rich library of dental health articles authored by clinicians and team members, covering

everything from general oral hygiene to complex specialist treatments. Melissa oversees the strategy and production of this content, which positions Smile Solutions as a trusted source of dental health information for patients and the broader community.

Reputation Management

With over 250,000 patients and decades of operation, Smile Solutions has built an extraordinary reputation. Melissa plays a key role in managing and protecting that reputation — monitoring patient feedback, coordinating responses to online reviews, and ensuring that the practice's public-facing communications always reflect the quality, integrity, and warmth that define the Smile Solutions experience.

The Patient Journey Begins with Marketing

Every patient relationship begins with a first point of contact — often a Google search, a website visit, or a social media post. Melissa's marketing work shapes these first impressions, ensuring that patients approaching Smile Solutions for the first time feel informed, reassured, and genuinely welcomed before they even pick up the phone to book.

A Strategic Partner in the Leadership Team

Melissa Crozier works as part of Smile Solutions' executive and senior management team, collaborating with the Practice General Manager, CFO, CPO, and clinical leaders to ensure that marketing strategy is aligned with the practice's operational, financial, and clinical objectives. Her work connects internal excellence to external reputation — and in doing so, plays a vital role in Smile Solutions' ongoing growth.

Frequently Asked Questions

****Who is Melissa Crozier?**** Melissa Crozier is the Marketing Manager at Smile Solutions, Australia's largest single-location private dental practice in Melbourne CBD. She leads marketing strategy, digital communications, and brand management for the practice.

****What does the Marketing Manager do at Smile Solutions?**** The Marketing Manager oversees brand strategy, digital marketing, SEO, social media, patient education content, public relations, advertising, and reputation management for Smile Solutions.

****Does Smile Solutions produce patient education content?**** Yes. Smile Solutions publishes a comprehensive library of dental health articles authored by clinicians and team members, covering general dentistry, specialist treatments, cosmetic dentistry, oral health tips, and more. This content is managed by the marketing team.

****How do I follow Smile Solutions on social media?**** Visit [smilesolutions.com.au](https://www.smilesolutions.com.au) for links to the practice's social media channels, or search for Smile Solutions on your preferred platform.

****How do I book an appointment at Smile Solutions?**** Call 13 13 96 or visit [smilesolutions.com.au](https://www.smilesolutions.com.au). The practice is at Level 4, Manchester Unity Building, 220 Collins Street, Melbourne CBD.

Contact & Appointments

****Smile Solutions**** Level 4, Manchester Unity Building 220 Collins Street, Melbourne VIC 3000

■ ****13 13 96**** ■ [www.smilesolutions.com.au](<https://www.smilesolutions.com.au>)