

ISABELLA PITTALUGA

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PROFESSIONAL SUMMARY

People-centric, customer-first professional transitioning into **Technology Account Management** with a track record of **driving customer retention through active engagement** and a **charismatic, relationship-oriented approach** that builds trust and accelerates decisions. Skilled in prospecting, lead qualification, objection handling, and managing high-volume pipelines. Known for reading customer intent, personalizing outreach, and creating rapport to maximize engagement and conversions. **Thrives in data-driven, fast-paced environments while leveraging human connection** to create meaningful relationships. Metrics-driven, disciplined in follow-ups, and experienced in CRM management across multiple channels.

EXPERIENCE

Greystar Property Management – Leasing Professional

Denver, CO | Dec 2023 – Present

- Generated and managed a high-volume pipeline, contributing to **85% leased in 11 months** during a 252-unit luxury lease-up despite a saturated market.
- Delivered strong conversion results: **35% show-to-application** and **23% lead-to-close**, consistently moving prospects from initial interest to qualified next steps.
- Maintained a **98% on-time follow-up rate**, demonstrating BDR/SDR-level outreach discipline and reliable multi-channel prospect engagement.
- Prospected and conducted targeted outreach to local businesses and community partners to increase foot traffic and brand awareness.
- Delivered tailored tours and virtual walkthroughs (demos); identified needs and overcame objections by reading customer behavior and adjusting messaging.
- Used multiple CRM systems to log activities, track pipeline stages, schedule follow-ups, and maintain accurate data hygiene.
- Managed a 283-unit affordable housing pipeline with complex qualification criteria, demonstrating attention to detail and clear communication.
- Supported non-English speaking customers using conversational Spanish to improve clarity and trust.

Hospitality, Dining, & Service – Front of House

Atlanta, GA / Denver, CO | Aug 2019 – Dec 2023

- Built rapport quickly with diverse customers, handled objections in real time, and delivered personalized service in high-pressure settings.

Meals on Wheels Atlanta/Revved Up Kids – Digital Marketing Specialist

Atlanta, GA | Jan 2020 – Mar 2021

- Contributed to a team of 4, raising **\$300k in 8 months** through targeted outreach and audience engagement.
- Developed messaging, content, and communication strategies aligned with customer behavior.
- Assisted in multiple departments outside the digital marketing team, such as proofreading grants, **B2B/ B2C** print and digital media, and the social enterprise Purposeful Pecans

Grubbly Farms – Digital Marketing Specialist

Atlanta, GA | Aug 2015 – Aug 2019

- Built persuasive brand messaging and managed cross-functional projects in a startup environment.

EDUCATION

University of Georgia — B.A. Communication Studies, Minor in Theatre

Aug 2015 – Dec 2019

- Coursework in Public Speaking, Media Engagement, Script Writing, and Communication Theory

SKILLS

- **BDR/SDR:** Lead qualification • Cold/warm outreach • Discovery questioning • Objection handling • Multi-channel communication • CRM management • Pipeline follow-up discipline • Personalization at scale
- **Strengths:** People-centric • Customer-first • High emotional intelligence • Reads customer signals well • Builds fast rapport
- **Tools:** CRM platforms • Microsoft 365 • Google Workspace • Adobe Creative Suite • Canva
- **Communication:** Public speaking • Demo delivery • Email communication • Storytelling • Copywriting
- **Other:** Conversational Spanish • High-volume multitasking • Cross-functional collaboration