

Isabelle Gambrill

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EDUCATION

Expected Graduation May 2025

University of Central Florida

Orlando, Florida

Bachelor of Science in Business Administration, Marketing & Professional Selling

Minor in International Business

- **Cumulative GPA:** 3.176
- **Honors:** Florida Bright Futures Scholarship Full Recipient, AICE Diploma Recipient (Advanced International Certificate of Education), Gemini Scholarship Recipient

PROFESSIONAL EXPERIENCE

TPx Communications

August 2023-Present

Sales Development Representative

- Collaborate with team members to formulate sales strategies that convert qualified leads into long-term customers, maximizing sales opportunities.
- Utilize Salesforce to track and report marketing qualification, leveraging data insights to optimize sales.
- Deepen knowledge of the Sales team dynamics, and customers' needs to effectively qualify leads and enhance sales effectiveness.

Sales Development Representative Intern

May 2023-August 2023

- I achieved 117% of my sales target and secured the highest number of booked meetings (49) within the 8 weeks as an Intern.
- Gained valuable insights and knowledge about IT including Cybersecurity, Cloud-based Communications, Network Connectivity, and Unified Communications.
- Received hands-on sales training on various tools and platforms, including Outreach, Salesforce, ZoomInfo, Microsoft EMS, and WebEx.

Mezz Entertainment

August 2022-January 2022

Digital Marketing Intern

- Develop promotions, media content, and campaigns with other team members, enhancing brand image.
- Manage different platforms for artists including Twitter, Instagram, LinkedIn, TikTok, and more, ensure there is at least 2% of growth every week.

LEADERSHIP

Strike Magazine Orlando

Public Relations Assistant

January 2023-Present

- Utilize social media through campaigns to increase brand awareness and engagement.
- Collaborate with the Events and Social Media team to enhance ideas and events leading to the launch.
- Maintain a unique brand image while staying consistent with the target audience's perception.

SKILLS & PROFESSIONAL DEVELOPMENT

- **Languages:** English (Native) | Spanish (Native)
- **Certificates:** IAB Digital Marketing and Media Foundations, Excel (Office 2019), YouTube Music, Google Ads Search
- **Clubs:** American Marketing Association, Alpfa, Strike Magazine