

Rory Walsh

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SUMMARY

Recent graduate experienced in high-volume outreach, pitching, and pipeline management. Executed 250+ daily calls for successful Fortune 500 proxy campaigns, drove product adoption and onboarding in wellness tech, and won 1st place in a cybersecurity sales competition. Applies UX thinking and a technical background to speak the language of both product and customer.

EDUCATION

University of Pittsburgh

May 2026

B.A., Digital Narrative and Interactive Design

Relevant coursework: Technical and Professional Writing, UX Research and Design, Database Systems

FEATURED PROJECT

Pitt Professional Sales Academy - First Place Team

2025

- Won against 50+ participants in pitching cybersecurity firm Proofpoint as part of a mock SaaS sales cycle.
- Drove presentation strategy, developed original copy and slides, and translated a B2B product into an engaging value proposition for a mixed audience ranging from Proofpoint to the Pittsburgh Penguins.

WORK EXPERIENCE

Innisfree M&A Inc.

November 2020 - May 2026 *Seasonal*

Shareholder Engagement Representative

- Made 250+ calls per day, targeting institutional shareholders via Salesforce CRM, exceeding quota by 30% across multiple campaign cycles for clients including Disney, Tesla, and Starbucks.
- Identified the cognitive and emotional barriers between a stakeholder and a yes, then removed them through value-based, tailored conversation.
- Built product fluency across campaign contexts, adapting pitch strategy in real time and according to market trends.

Top Notch Distributors

June 2025 - August 2025

Customer Care Intern

- Converted warm leads into managed accounts through audience-specific outreach and onboarding support, achieving a ~40% conversion rate.
- Cleaned and restructured 5,000+ account records in company ERP using account research and disposition logic, improving pipeline visibility and targeting accuracy.

Soothe

June 2022 - July 2023

Provider Success Representative

- Ran outbound prospecting as part of a new market expansion using Salesloft CRM, managing pipelines from cold outreach through qualification.
- Managed full-cycle provider pipelines through Fountain ATS, taking contacts from initial outreach and screening interviews through to HR handoff across 100+ leads.
- Developed copy for onboarding materials by market segment using user personas and account data to improve account retention.

SKILLS

Sales & Pipeline: Cold Calling, Email Sequencing, Inbound & Outbound Prospecting, Lead Qualification, Objection Handling, Pipeline Management

Tools: Salesforce, Salesloft, HubSpot, Fountain ATS

Technical: SQL, Javascript, HTML/CSS, Excel