

# Rory Walsh

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## EDUCATION

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### UNIVERSITY OF PITTSBURGH

B.A., Digital Narrative and Interactive Design

Pittsburgh, PA

Expected May 2026

## WORK EXPERIENCE

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### Top Notch Distributors

Honesdale, PA

Business Development Support Intern

June 2025 – August 2025

- Converted newly signed-up leads into active customers through follow-up calls, personalized outreach, and onboarding support, achieving ~40% warm-to-managed account conversion rate.
- Streamlined and updated records in the company's ERP system, organizing 5,000+ outdated accounts and optimizing categorization through market research.

### Innisfree M&A Inc.

Remote

Shareholder Engagement Representative

November 2020 – May 2025 (*seasonal*)

- Delivered high-volume outreach (250+ daily calls) to shareholders during proxy campaigns using Salesforce CRM, consistently exceeding call quota by 30%.
- Converted hesitant or oppositional contacts, helping secure successful campaigns for clients including Disney, Tesla, and Starbucks.

### Soothe

Remote

Provider Success Representative

July 2022 – June 2023

- Executed targeted email and call sequences via Salesloft CRM to pitch qualified leads, drive provider acquisition, and support regional market expansion.
- Managed 100+ leads through outreach, screening, and onboarding using Fountain ATS; developed market-specific onboarding materials and applied user-persona research to improve provider retention.

## PROJECTS

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### Pitt Professional Sales Academy

First Place Team

2025

- Developed and presented a first-place B2B sales pitch for cybersecurity firm Proofpoint; led creative direction of presentational materials and graphics.

### OCD Visualizer

[ocd-visualizer.vercel.app/](https://ocd-visualizer.vercel.app/)

2025

- Developed an interactive experience of obsessive-compulsive disorder using Next.js, translating processes such as obsessional loops, reassurance-seeking, and treatment strategy into a dynamically rendered ASCII environment.

### Excerpter

[rwal67.github.io/Excerpter2/index.html](https://rwal67.github.io/Excerpter2/index.html)

2024

- Developed an iterative prose-poetry generator inspired by the “cut-up” writing technique. Used JavaScript for randomization and HTML/CSS for presentation through a cleanly designed, accessible kiosk.
- Featured in the 2025 Pitt Digital Media and Design Showcase.

## **SKILLS**

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**Design and UX:** Figma, Adobe Creative Suite, Wireframing, Usability Testing, Heuristic Evaluation, Personas

**Technical:** Excel, XML, HTML/CSS, Database Management, Information Architecture, JavaScript, SQL

**Sales:** CRM (Salesforce, Salesloft), Fountain ATS, Cold Calling, Lead Conversion, Objection Handling, Email Sequencing

**Soft Skills:** Public Speaking, Presentation Design, B2B/B2C Pitching, Technical Writing