

Brianna Castillo

BDC Representative

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SUMMARY

BDC Representative with 3 years of call center and dealership business development experience in Houston. Handles 120 inbound and outbound calls a day, books showroom and service visits in CRM systems, and keeps a courteous, prompt tone with every customer. Works evening and Saturday shifts when web lead volume peaks.

EDUCATION

High School Diploma	05/2023
Milby High School	Houston, TX

EXPERIENCE

BDC Representative	02/2025 - Present
Gulf Freeway Motors	Houston, TX

Franchise dealership with a 9-person business development center.

- Manage **120** inbound and outbound calls a day for sales and service, plus email and text replies to web leads.
- Secure 85 showroom appointments a month through appointment setting scripts, with a 61% show rate, best on the team for 5 months.
- Record every lead, call note and visit in the CRM systems the same day, keeping data entry errors under 2%.
- Launch lead follow-up campaigns on aged internet leads, reviving 40 deals that closed in 2026.

Customer Service Representative	06/2023 - 01/2025
Bayou City Wireless	Houston, TX

Regional wireless carrier call center with 150 agents.

- Resolved 70 billing and plan calls a day in a call center queue while holding a 92% satisfaction score.
- Applied computer skills across 4 systems at once to update accounts, process payments and log tickets.
- Converted 15% of service calls into plan upgrades, beating the team goal 2 quarters in a row.
- Retained 40% of customers who called to cancel service, working about 25 retention calls a week from the save queue.

SKILLS

CRM Systems • Call Center • Appointment Setting • Inbound and Outbound Calls • Lead Follow-Up
Email and Text Prospecting • Data Entry • Computer Skills • Customer Service • Communication