Isabella Moreno

Marketing Ambassador

Marketing ambassador with 2 years of community outreach, event marketing and front desk sales, generating 120+ new leads a month for a boutique fitness studio. Books trial classes through follow-up calls and texts and keeps every lead current in the studio CRM. Uses interpersonal skills and friendly customer service to turn first visits into memberships.

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Orlando, FL

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Experience

Marketing Ambassador

02/2025 - Present

Peak Pulse Fitness

Orlando, FL

Boutique group fitness studio with 2 locations in Orlando.

- Generate **120+** new leads a month at farmers markets, 5K races and partner businesses across Orlando.
- Convert leads into trial classes by phone and text within 24 hours, booking about 45 intro visits a month.
- Build partnerships with 18 local businesses, offices and apartment complexes for corporate rates and guest passes.
- Publish event photos and class promos on Instagram 4 times a week, adding 1,100 followers in one year.

Front Desk Associate

05/2024 - 01/2025

Lake Eola Yoga House

Orlando, FL

Independent yoga studio with 30 classes a week.

- Checked in 150 members a day and sold class packs, retail items and smoothie add-ons at the desk.
- Answered phone and walk-in questions, booking 20+ new student intro classes each week.
- Organized the monthly community class, raising attendance from 15 to 40 people.
- Updated member records and payments in the studio CRM after every shift.

Skills

Lead Generation

Community Outreach

Event Marketing

Partnership Building

Instagram

CRM

Sales

Customer Service

Interpersonal Skills

Communication Skills

Education

Associate in Arts

05/2024

Valencia College

Orlando, FL

General Studies