

MAGGIE YAP

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RELEVANT EXPERIENCE

Senior Sales Consultant

Village Green Property Management • January 2021 – August 2023

As a Leasing and Sales Consultant, I am the first point of contact at an award-winning apartment community of 300 units that requires me to practice persuasive sales and marketing skills, excellent communication and negotiating abilities. I was instrumental in increasing our occupancy rate from 87% in January 2022 to 98% by June 2022. As well as maintained a closing ratio of 75% while we saw a Gross Potential Rent (GPR) growth of \$238,818.

As the senior member of the Leasing Team, I was responsible for

- Promptly completing monthly marketing outreach plans and quarterly audits to maximize our prospect visibility and functionality of our ILS and Pay-Per-Click marketing items.
- Executing B2B, preferred employer, realtor, and relocater outreach as well as maintained current prospect and resident engagement.
- Quickly identifying the needs of our prospective residents to help them find the perfect apartment home.
- Developing long-lasting relationships with our current residents and providing them with exceptional customer service.

Front Desk Receptionist

The Dunes Club • June 2020 – November 2020 (Seasonal)

As a Receptionist for this private club, I was the first person members met upon arriving at the front doors. I would greet members warmly, sell merchandise, make reservations, and solve any problems a member may have had quickly and in a professional manner.

Direct Support Professional

Perspectives Corporation • March 2017 – August 2019

As a Direct Support Professional, I was to assist the people we support in all aspects of their daily lives — whether at work, home, or in the community — to achieve a quality of life that encourages life-long learning, opportunity, and independence.

As a part of the Adult Residential Services team, I've helped individuals:

- Take part in vocational programs, community and daily living skills, and personal interests
- Participate in maintaining a clean and comfortable home
- Use public and personal transportation for daily errands and activities
- Make choices that promote a happy and healthy lifestyle

EDUCATION

University of Rhode Island, Harrington School of Communications & Media • May 2024

Bachelors of Arts: Communication Studies, Minor in Communicative Disorders

Dean's List • Fall 2023

SKILLS

Microsoft Office (Word, PowerPoint, Excel), Canva, Technical Writing, Community Relations, Organizational Communications, Client Communications, Social Networking Management (LinkedIn, Instagram, X, Facebook), Creative Direction, Problem Resolution, PPC Marketing Analytics, B2B Sales.