



REGIA ELEONOR G. BERDERA

VIRTUAL ASSISTANT LEAD GENERATION

Contact

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Education

- **Bachelor of Science in Psychology**
Southwestern University -2014 to 2018

Expertise

- Calendar & Email Management (Google Calendar, Outlook)
- Travel Coordination & Research
- Data Entry & CRM Management (Salesforce, HubSpot, Zoho CRM)
- Document Creation & File Management (Google Docs, Microsoft Office Suite)
- Customer Service (Zendesk, Freshdesk)
- Social Media Management (Hootsuite, LinkedIn, Facebook)
- Time Management & Multitasking
- Task Prioritization & Organization
- Prospecting & Market Research
- Cold Emailing (LinkedIn, Outreach.io)
- Lead Data Scraping (Hunter.io, LinkedIn Sales Navigator)
- Lead Qualification & Nurturing
- Email Campaign Management (Mailchimp, ActiveCampaign)

CERTIFICATES

- Certificate of Completion the 15 hours VA Social Media Marketing, Algorithm, Content Creation, Basic Video Editing, Lead Generation, SEO, WordPress and Facebook Ads.
- Certificate of Completion the 9 hours Real Estate Virtual Assistant Course which includes Administrative tasks, Social Media Marketing, Listing Management, Transaction Coordinator, CRM's and Apps, and Real Estate process.
- Certificate of Achievement (Top Performance of the month)
- Certificate of Employee Loyalty

PROFESSIONAL SUMMARY

As a detail-oriented Virtual Assistant with Lead Generation experience, I bring a proven track record of optimizing processes, managing client communications, and driving operational efficiency. I leverage advanced tools to ensure seamless task management, timely project delivery, and the cultivation of strong client relationships. With a focus on delivering high-quality results and maintaining consistent follow-up, I am dedicated to supporting business growth and ensuring client satisfaction. My goal is to streamline workflows, enhance productivity, and contribute to your company's success.

PROFESSIONAL EXPERIENCE

Virtual Assistant/Lead Generation

Dec 2022 – Dec 2024

Tapjets and Seaworthy Club

- Provide administrative support, manage schedules, communications, and research to streamline operations.
- Oversee social media management, including content creation, scheduling, engagement, and performance analysis.
- Handle data entry, organization, and reporting to maintain accurate records and systems.
- Generate and qualify leads through research, outreach, and follow-up to support sales efforts.
- Assist with personal tasks, including appointment scheduling, errands, and household management.

SECRETARY

Jan 2018 – Sep 2021

Government Office

- Recorded and distributed meeting minutes, highlighting decisions, actions, and voting outcomes.
- Prepared agendas and reports, ensuring timely submission to council members and government agencies.
- Maintained organized records and files, ensuring compliance with retention policies.
- Coordinated meeting logistics, including scheduling, venue arrangements, and member notifications.

TRAVEL CONSULTANT/SALES EXECUTIVE

Jan 2018 – Sep 2020

TABER TOURISM - ABU DHAB

- Maintained accurate records of bookings, payments, transactions, phone calls and meetings.
- Conducts research on destinations and industry trends.
- Builds and maintains relationships with travel and tour vendors.
- Sells and coordinates transportation, accommodations, insurance, tours and activities.

TELEMARKETER/ ADMIN STAFF

Jun 2014– Jan 2018

UNILEVER PHILIPPINES

- Handled inbound and outbound calls.
- Scheduled appointments with sales representatives and prospected buyers.
- Obtained and maintained customer records for future transactions.
- Deliver prepared sales scripts to persuade potential customers to purchase products or services.
- Answered phone calls, scheduled meetings, and support visitors.
- Organized and scheduled appointments.
- Wrote and distribute emails, correspondence memos, letters, faxes, and forms.
- Plan meetings and take detailed minutes.