



+63 (981) 207-9188 WhatsApp  
 applestarsalvador@gmail.com  
 Manila, Philippines.  
 www.RDmarketinggenius.com

## SKILLS

- Sales ACQ and DISPO + Coordination
- Digital Marketing - overall expertise
- Content+Ads+ **SEO (Certified SEO)**
- Operations & Team Management
- Property Management
- Transaction Coordination
- Mortgage Broker Support
- Business Strategist
- Company Events Hosting & Management
- Photo, Audio & Video Editing
- Google and Microsoft Apps
- Cold Calling, Running Comps & Closing
- CRM, Workflows & Automation

## CAREER SUMMARY

**Remote Job:** almost 5 yrs +

**BPO/Corporate:** 7 yrs & 6 mos

## EDUCATION

**MORTGAGE BROKER SUPPORT**  
Digital Nomad Academy

**CERTIFIED SEO - SEARCH ENGINE OPTIMIZATION SPECIALIST**

**CERTIFIED DIGITAL MARKETING EXPERT**

**BACHELOR OF BUSINESS ADMIN**  
TIP Philippines 2009 - 2012

**SECONDARY SCHOOL**  
St. Joseph's College 2004-2009

# Apple Star

**EXPERT VIRTUAL ASSISTANT  
& SEASONED PROJECT MANAGER**

## PROFILE

I aspire to carve out a lasting niche within a forward-thinking company, seamlessly blending my wealth of training, job history, product expertise, streamlined work habits, versatile multitasking prowess, top-tier customer care, formidable leadership acumen, and cutting-edge technical aptitude, all while gracefully tending to my little one in the cozy confines of our home. **#WorkFromHome #WorkOnTheGo**

## CAREER JOURNEY

### DIGITAL MARKETING EXPERT

**EVENT SERVICES & ECOMMERCE - NSW & VIC**

Jan 2024 to Apr 2025 - 1 yr +

- **Website Migration and Maintenance** - Wix, Wordpress, Shopify
- **MARKETING:** SEO, Content Planning, Editing, Scheduling, Monitoring, **PPC and ADS**, CRM, Team Mngt., Social Media, Analytics, Podcast, Email Mktg., Cost Budgeting, & everything.
- Ended the 6 mos contract since this is only to teach the client about Digital Marketing

**OPERATIONS - SALES & DIGITAL MARKETING DIRECTOR**  
**CARINGSUPPORT.COM - CANADA**

Dec 2022 - Mar 2024 (1 year+)

- **EXECUTIVE ASSISTANCE / CLIENT SUCCESS MANAGER**
- **SALES:** Recruitment, Training, Payroll, QA, KPI Monitoring, Acquisitions and Dispositions
- **MARKETING:** SEO, Content Planning, Editing, Scheduling, Monitoring, **PPC and ADS**, CRM, Team Mngt., Social Media, Analytics, Podcast, Email Mktg., Cost Budgeting, & everything.
- Ended the contract since my role has already been fulfilled by the CEO to cut costs

**GENERAL VIRTUAL ADMIN ASSISTANT: SALES & MARKETING**

**SMART REAL ESTATE AGENCY - catering to multiple clients**

March 2019 - 2023 (4 years)

- Workflow automation and follow-up system implementation
- Data management and analysis
- Team performance and cost tracking
- Report generation (daily, weekly, monthly, yearly)
- Proficient in CRMs like Hubspot, Freedomsoft, REI Blackbook, Mojo, Podio, Mailchimp
- Proficient in Google Workspace and Microsoft Office 365 suite
- Document creation (offers, agreements, etc.)
- Experienced with lead sources like Propstream, MyPlus, Craigslist, social media
- Knowledgeable in creative financing, wholesaling, fix and flip, listing
- Familiar with FSBO, FRBO, expired, probate, pre-foreclosure, high equity strategies
- Inbound and outbound marketing
- Website and social media management
- Lead generation and skip tracing
- Cold calling, SMS, email, postcards
- Offer pitching and negotiations
- Neighborhood comparables (Propstream, MLS, Zillow)
- Cold calling and SMS prospecting
- Building opt-in buyer's list
- Maintaining active buyer relationships
- Virtual house openings
- **Marketing:** Social Media, flyers, graphics, ads, mails, emails, website and more.
- **End of contract:** The client focused more on coaching, than the actual real estate investing.

**SALES & CUSTOMER SERVICE REPRESENTATIVE**

**BPO COMPANIES in the Philippines**

Jun 2011 - Nov 2018 (7 yrs 6 mos)

I've handled different accounts and roles while working in a corporate setup.

- US Telco Sales, Tech Support and Billing (Sprint, Boost, etc.)
- US Satellite Radio Sales and Retention (SiriusXM)
- US Hotel Reservation and Flights (Expedia)
- United Healthcare Grp - DME Healthcare Insurance Rep
- **PROMOTED to a SUPERVISOR**, from being an agent.
- **End of contract:** chose to focus more on remote jobs





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**EXPERT VIRTUAL ASSISTANT  
& SEASONED PROJECT MANAGER**

**If you've made it this far, we're obviously meant to be!**

My 12 years+ of Sales and Marketing prowess is lethal, and I'm here to guarantee success for you and your team.

I'm **open to any position below** you throw my way—  
let's make magic happen together!

- Executive Assistant / Operations Coordinator + Strategist
- Client Success Manager
- Real Estate General VA: SMS, Cold Caller, ACQ, Dispo or Admin
- Marketing Manager (Certified Digital Marketing Specialist)
- Social Media Manager
- Graphic Designer/Creator: Photo, Audio & Video Editor
- SEO/ SEM / Paid Media Ads Specialist
- Sales Agent or a Sales Team Supervisor
- Australian Mortgage Broker Support
- **open to any position you may find my skills and experiences fit** ☺

## CERTIFICATIONS



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## CAREER SUMMARY

**Remote Job:** almost 5 yrs & 4 mos

**BPO/Corporate:** 7 yrs & 6 mos

## EDUCATION

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OPTIMIZATION SPECIALIST**

**CERTIFIED DIGITAL MARKETING  
EXPERT**

**BACHELOR OF BUSINESS  
ADMINISTRATION**  
 Technological Institute of the Philippines  
 2009 - 2012

**SECONDARY SCHOOL**  
 St. Joseph's College  
 2004-2009





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**EXPERT VIRTUAL ASSISTANT  
& SEASONED PROJECT MANAGER**

## No need to look further....

I can help you with all aspects of your Operations, including Sales, Digital Marketing, Admin, and even Customer Service.

**No need to train me** - let's just deep dive down to the business from Day 1 and let's grow your business!

I've handles different clients and industries for years with historical success presented by proper tracking & analytics.

- Healthcare 🏥
- Education 🎓
- Ecommerce 🛒
- Real Estate 🏠
- Staffing 👤

And many more...our assimilation knows no bounds!

So which industry reality needs an upgrade next? Transmit your coordinates and we'll beam our cybernetic marketing mastery right to your headquarters!

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*Thank you!*

## Marketing Channels

...channels and strategies to execute the targeted campaigns.

Social Media	Content Marketing	Email Marketing	SEO	SEM & SocMed Ads	Influencer Mktg	Affiliate Mktg	Traditional Ads
<ul style="list-style-type: none"> <li>Facebook</li> <li>Instagram</li> <li>Twitter</li> <li>LinkedIn</li> <li>TikTok</li> <li>Pinterest</li> </ul>	<ul style="list-style-type: none"> <li>Blogging</li> <li>Podcasts</li> <li>Video Marketing (YouTube, Vimeo)</li> <li>Infographics</li> <li>E-books</li> </ul>	<ul style="list-style-type: none"> <li>Newsletters</li> <li>Promotional Emails</li> <li>Drip Campaigns</li> <li>Personalized Emails</li> </ul>	<ul style="list-style-type: none"> <li>On-page SEO</li> <li>Off-page SEO</li> <li>Local SEO</li> <li>Keyword Optimization</li> </ul>	<ul style="list-style-type: none"> <li>Google Ads</li> <li>Bing Ads</li> <li>Paid Search Advertising</li> <li>Social Media Ads</li> </ul>	<ul style="list-style-type: none"> <li>-Partnering w/ influencers on soc media platforms</li> <li>-Collaborating w/ bloggers &amp; vloggers</li> </ul>	<ul style="list-style-type: none"> <li>-Partnering w/ affiliates to promote products or services</li> <li>-Offering commissions for referred sales</li> </ul>	<ul style="list-style-type: none"> <li>-TV Commercials</li> <li>-Radio Ads</li> <li>-Print Ads (newspapers, magazines)</li> <li>-Outdoor Ads (billboards, banners)</li> </ul>
Event Mktg	PR- Public Relations	Community Engagement	Direct Marketing	Word of Mouth & Referral Programs	Mobile Marketing	Micro Courses	Collaborations & Partnerships
<ul style="list-style-type: none"> <li>-Sponsorship of events</li> <li>-Hosting webinars and workshops</li> <li>-Participation in industry conferences</li> </ul>	<ul style="list-style-type: none"> <li>-Press Releases</li> <li>-Media Interviews</li> <li>-Building relationships with journalists</li> </ul>	<ul style="list-style-type: none"> <li>-Forums and online communities</li> <li>-Social Media Groups</li> <li>-Participating in relevant discussions</li> </ul>	<ul style="list-style-type: none"> <li>Direct Mail</li> <li>Telemarketing</li> <li>SMS Marketing</li> </ul>	<ul style="list-style-type: none"> <li>Customer Reviews and Testimonials</li> <li>Referral Programs with Incentives</li> </ul>	<ul style="list-style-type: none"> <li>Mobile Apps</li> <li>SMS Marketing</li> <li>In-App Advertising</li> </ul>	<ul style="list-style-type: none"> <li>FREE micro courses for personal growth, how to ace an interview, how to pass the immigration, etc</li> </ul>	<ul style="list-style-type: none"> <li>Cross-promotions with other businesses</li> <li>Co-marketing initiatives</li> </ul>

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