



PEARL DELASALDE

Virtual Assistant | Admin VA | B2B Lead Generation & Outreach Specialist

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SUMMARY

To utilize my experience in executive and administrative support, B2B lead generation, and project management to contribute to a growing team in optimizing operations and enhancing client relationships in a dynamic work environment. I aim to leverage my expertise in process streamlining and team coordination to drive productivity and business growth.

RELEVANT SKILLS

- Efficient Administrative Support & Process Streamlining
- B2B Lead Generation & Client Acquisition
- CRM Management & Data Organization
- Project & Team Coordination
- Compliance Documentation & Record Keeping
- Cold Email Marketing & Campaign Execution
- Social Media Content Scheduling & Optimization
- Appointment Scheduling & Communication
- Recruitment Support & Onboarding

TOOLS PROFICIENCY

- Google Workspace (Docs, Sheets, Calendar, Gmail, Drive)
- Microsoft Office 365 (Word, Excel, Teams, Outlook)
- Lead Generation & Outreach: LinkedIn Sales Navigator, HubSpot, Hunter.io
- Email Campaign Tools: GMass.co, Mailchimp, Instantly.ai
- Social Media Management Tools: Canva, Promorepublic, Postoplan, Sociamonitorials, Postly.ai
- Project Management Tools: ClickUp, Slack
- SEO Tools: Ahrefs, GMB Scraper, Omega Indexer, Indexcheckr.com
- AI Writing Tools: ChatGPT, Poe.com

WORK EXPERIENCES

Virtual Assistant | Executive Support Supervisor

BSPE Legal Marketing | Jan. 2021 – May 2025

- Worked directly with the CEO and founder to streamline administrative tasks, manage schedules, and optimize team workflows, enhancing overall operational efficiency.
- Managed appointment calendars and email correspondence, ensuring timely and professional interactions.
- Handled emails and document organization for easy retrieval and secure storage.
- Assisted in recruitment support, scheduling interviews, and overseeing onboarding processes.

B2B Lead Generation Specialist

BSPE Legal Marketing | Jan. 2021 – Sept. 2024

- Conducted strategic LinkedIn prospecting to identify and connect with potential clients.
- Utilized GMB data scraping to extract targeted business leads based on industry and location.
- Developed and scheduled content across social media platforms to enhance brand visibility and engagement.

Healthcare Outreach Consultant**Episource-VKPO | Sept. 2019 – Dec. 2019**

- Managed and tracked patient medical records for a U.S.-based healthcare provider, ensuring accuracy and compliance.
- Conducted outbound calls to hospitals and clinics for medical record retrieval within a 24-hour turnaround.
- Adhered to HIPAA regulations, ensuring secure handling of sensitive data.
- Streamlined record retrieval processes, improving efficiency and reducing delays.

Customer Service Representative**Qualfon | April 2019 – September 2019**

- Provided prompt and accurate solutions to customer inquiries, improving satisfaction rates.
- Assisted in account management and issue resolution.
- Identified recurring service concerns and suggested process improvements.
- Managed challenging customer interactions, converting negative experiences into positive outcomes.

EDUCATION

Negros Oriental State University

Bachelor of Science in Biology

College of Arts and Sciences | 2015 – 2019