



# RALPH F

VIRTUAL TEAMMATE



## SKILLS SUMMARY

- CRM Management
- Data management
- Data Entry
- Research
- Lead list building
- Email Marketing
- Admin Support
- Social Media Marketing

## TOOLS

Salesforce  
Clickup  
Mailchimp  
G-suite  
PipeDrive  
Multiple CRMS

## PERSONAL PROFILE

**Marketing Specialist** with expertise in lead generation, email marketing, CRM management, and data-driven marketing strategies. Skilled in optimizing workflows, maintaining CRM integrity, and executing targeted campaigns to enhance brand visibility and drive engagement. Proficient in social media marketing, content marketing, and project coordination, with a proven track record of supporting business growth through strategic marketing initiatives.

## WORK EXPERIENCE

### DATA MANAGEMENT SPECIALIST / RESEARCH SPECIALIST

**Jimerson Birr | 2022 - 2024**

- Qualifies leads for client solutions, ensuring firm standards.
- Checks CRM for duplicates to maintain data integrity.
- Gathers contact details for qualified leads.
- Updates CRM and maintains a nurturing list in spreadsheets.
- Sends email campaigns with targeted content to leads.

### CRM DATA MANAGER / MARKETING SUPPORT

**FMG Suites | 2018 - 2024**

- Sourcing potential business contacts
- Integrated details into CRM
- Maintained and updated CRM data
- Enrolled leads into CRM
- Assigned contacts to sales agents
- Filtered data on spreadsheets

### EXECUTIVE ASSISTANT / PROJECT MANAGER

**Funlocity Inc. | 2017 - 2022**

Project management  
Calendar management  
Chat support, data entry, and data analysis  
Content marketing  
Social media management  
Website and blog maintenance  
Client and partner management  
Tours and travel planning

## EDUCATION HISTORY

**Technological University of the Philippines**

- Electrical Engineering Technology