



CATHERINE

[VIDEO INTERVIEW](#)

EXPERTISE SKILLS

- Virtual Assistance & Administrative Support
- Lead Generation & Prospect Research
- LinkedIn Outreach & Prospecting
- LinkedIn Automation
- Email Outreach Management
- CRM & Lead Pipeline Management
- Lead Data Research & Qualification
- Appointment Scheduling
- Project & Task Management
- Social Media Research
- TikTok, YouTube & Twitter Research
- Audience & Engagement Analysis
- Data Entry & Database Management
- Customer Service & Customer Support
- Phone, Chat & Email Support
- Order, Refund & Delivery Support
- Account & Billing Support
- Podcast Production Support
- Client Communication & Follow-Up

TOOLS

- Replyify
- MeetAlfred
- Dripify
- OnePageCRM
- Airtable
- Apollo.io
- Crunchbase
- Cal.com
- Asana
- Notion
- Linear
- Google Sheets
- Gmail
- LinkedIn
- TikTok
- YouTube
- Twitter/X
- Slack
- Riverside.fm

Results-driven Virtual Assistant with 2 years of direct VA experience and 10+ years of customer service experience, specializing in administrative support, lead management, CRM operations, outreach, and online research. Proven experience in managing lead pipelines, coordinating email and LinkedIn outreach campaigns, organizing workflows and databases, scheduling appointments, conducting targeted prospect research, and supporting podcast production while maintaining accuracy across multiple platforms. Brings strong expertise in OnePageCRM, Airtable, Apollo.io, MeetAlfred, Dripify, Asana, Notion, Cal.com, lead generation, and customer support, helping organizations streamline operations, strengthen outreach efforts, and maintain efficient, well-organized remote workflows.

WORK EXPERIENCE

EXECUTIVE ASSISTANT/VIRTUAL ASSISTANT

[The Virtual Hub](#) | 2024 – 2026

- Managed outreach emails and lead pipelines, organized workflows and databases using Airtable and Asana, handled LinkedIn outreach campaigns through MeetAlfred and Dripify, scheduled appointments using Cal.com, supported podcast production through Riverside.fm, managed Gmail and LinkedIn accounts, and conducted targeted lead and social media research using TikTok, Twitter, YouTube, Crunchbase, Notion, and Linear.

CUSTOMER SERVICE REPRESENTATIVE

[Amazon Philippines](#) | 2018 – 2022

- Assisted customers with orders, refunds, delivery issues, and complaints through phone, chat, and email, reviewed customer accounts, processed requests accurately, resolved concerns in a high-volume environment, and maintained detailed documentation of customer interactions.

CUSTOMER SERVICE REPRESENTATIVE

[Convergys Philippines](#) | 2016 – 2018

- Provided customer support for orders, refunds, delivery concerns, and complaints across phone, chat, and email channels, processed account requests using internal systems, documented customer interactions, and resolved concerns while maintaining customer satisfaction.

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WORK EXPERIENCE

CUSTOMER SERVICE REPRESENTATIVE

Alorica | 2012 – 2016

- Handled billing, transaction, payment, dispute, card, and account-related inquiries, maintained confidentiality and accuracy when working with financial information, and resolved customer concerns while following established compliance standards.

SERVICE CREW

Jollibee Leon Kilat | 2010 – 2011

- Provided customer service and cash handling, assisted with food preparation and quality assurance, collaborated with team members, and supported general store maintenance.

SEWING MACHINE OPERATOR

Feeder Apparel Corp. | 2007 – 2010

- Operated sewing machines to assemble and reinforce garments according to specifications, inspected finished work for quality, and performed basic sewing machine maintenance including threading, bobbin replacement, and oiling.

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