

MARJORIE B. ALMOQUERA

ANGELES CITY

almoqueracm23@gmail.com



WORK EXPERIENCE

GENERAL VA/SMM WITH GRAPHIC DESIGN - LEGACY CASH OFFER AUGUST 2023-FEBRUARY 2025

- Organizing, filtering, and responding to emails, ensuring timely replies and proper categorization.
- Calendar Scheduling appointments, meetings, and reminders, as well as handling travel arrangements.
- Inputting and organizing data into spreadsheets, databases, or CRM systems.
- Conducting internet research for specific tasks like market research, competitor analysis, or gathering resources.
- Designing social media posts, including graphics, banners, and infographics using tools like Canva.
- Planning and scheduling social media posts across platforms using scheduling tools (e.g., Buffer, Hootsuite).
- Developing and executing a strategy to increase brand awareness, engagement, and followers.
- Community Engagement: Responding to comments, messages, and interacting with the audience to foster a positive community online.

Cold caller/SMS specialist/Appointment setter/Lead Manager

- Identify, capture, and qualify potential leads through cold calling, SMS, and other digital outreach strategies.
- Utilize automated workflows to segment leads based on their interests and engagement, ensuring targeted and relevant communication.
- Appointment scheduling tools to book meetings with qualified leads, ensuring seamless integration with team calendars.
- Follow up on appointments and ensure reminders are sent via SMS or email to minimize no-shows
- Create and manage SMS campaigns using GHL's SMS automation features, crafting personalized messages to engage leads and nurture relationships.
- Send follow-up messages, appointment reminders, and lead nurturing sequences.
- Conduct cold calling outreach using GHL's and other phone system integrated phone systems, tracking calls, logging conversations, and managing follow-ups.
- Analyze call performance data from GHL to improve outreach strategies, adjusting scripts and messaging as needed.
- Tagging features to prioritize follow-up actions based on lead engagement and activity, ensuring timely and effective follow-up.
- Convert qualified leads into booked appointments or sales opportunities by using personalized SMS, email follow-ups, and direct calls.
- Manage and update lead information in the CRM, ensuring all lead stages are accurately tracked and monitored for progress.
- Track leads from initial contact through appointment setting and conversion, ensuring no leads are lost or forgotten.

Cold Caller/Appointment setter

August 2021 - August 2023

- Generate and Qualify Medicare Leads: Proactively reach out to potential Medicare beneficiaries, qualify prospects based on their needs and eligibility, and gather necessary information for further follow-up.
- Educate and Inform Prospects: Provide accurate information about Medicare plans, benefits, and enrollment processes to help prospects make informed decisions.
- Schedule Appointments with Sales Representatives: Coordinate and schedule appointments between qualified leads and the sales team to discuss Medicare options in more detail.
- Maintain Compliance: Ensure all outreach activities comply with Medicare regulations and privacy guidelines, maintaining accurate and confidential records of all calls and interactions.
- Track and Report Activity: Log call outcomes, leads, and appointments in CRM systems, providing regular updates and insights to the sales team to help optimize future outreach efforts.

Subject Matter Expert - Iqor Philippines

October 2020 - February 2022

- Oversee and manage the daily operations of the team to ensure smooth workflow and effective execution of tasks.
- Inspire and motivate team members to align with organizational goals and drive performance.
- Create and implement structured timelines and action plans to ensure timely achievement of targets.
- Provide guidance and mentorship to newly endorsed agents on the production floor, ensuring they meet daily, weekly, and monthly KPIs/metrics through continuous support and training.

Team Leader/Manager

April 2017 - October 2020

- Oversee and manage the day-to-day operations of the team to ensure smooth workflows.
- Inspire and motivate team members to achieve both individual and organizational goals.
- Develop and implement effective timelines and action plans to meet targets efficiently.
- Delegate tasks appropriately, ensuring optimal workload distribution and team engagement.
- Conduct training sessions that enhance team capabilities, ensuring alignment with organizational objectives.
- Support the continuous improvement of Standard Operating Procedures (SOPs) and ensure up-to-date certification.
- Contribute to the success of training initiatives during both peak and non-peak periods, driving consistent performance and growth.

EDUCATION

Bachelor of Secondary Education Major in English
Our Lady Of Lourdes College - 2015

TOOLS USED:

- Google Suite
- GO High Level
- Sales Force
- Podio
- SmrtPhone
- Vici Dial
- Dialpad
- Ready Mode
- Google Meet
- Slack
- Zoom
- Roor
- Launch Control
- Speed to lead
- Prop Stream