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#### **PROFESSIONAL SUMMARY:**

Detail-oriented and results-driven professional with extensive experience in database management, CRM optimization, and targeted email marketing. Proficient in utilizing platforms such as Brivity to maintain data integrity, streamline operational workflows, and enhance lead engagement through automated marketing strategies. Demonstrated ability to enrich lead profiles, develop high-converting email campaigns, and support business growth through effective client communication and nurturing. Recognized for strong attention to detail, adaptability in dynamic environments, and commitment to achieving measurable outcomes. Possesses exceptional interpersonal skills and a collaborative mindset, making valuable contributions across fast-paced real estate and customer service settings.

#### **EMPLOYMENT BACKGROUND:**

##### **SITEL**

July 2016 – March 2017

Capital One/Customer Service Representative

- Delivered prompt, knowledgeable support to customers regarding credit card services, transactions, and account management.
- Resolved inquiries and escalations efficiently, maintaining a high level of client satisfaction.
- Guided customers through billing explanations, payment options, and card features.
- Processed applications, refunds, and dispute resolutions, ensuring compliance and accuracy.
- Educated clients on fraud prevention best practices and dispute handling.
- Maintained accurate and up-to-date records in internal databases.

##### **RMC**

May 2017 – December 2022

Appointment Setter/Social Media Manager

##### **Appointment Setter**

- Initiated contact with prospective clients to schedule appointments for real estate consultations and property tours.
- Maintained accurate lead tracking and follow-up records using CRM tools.
- Managed appointment confirmations via email and text, ensuring client preparedness and reducing no-shows.
- Stayed informed on current real estate listings, trends, and local market developments to support informed client interactions.

##### **Social Media Manager**

- Developed and executed monthly social media strategies to drive brand engagement and visibility across multiple platforms.
- Created content calendars, managed daily posting, and responded to audience interactions in real-time.
- Crafted and implemented strategic email marketing campaigns, including list segmentation, audience targeting, and performance analysis.
- Designed visually compelling email templates and wrote engaging copy aligned with campaign goals.
- Launched automated email sequences for key touchpoints such as onboarding, follow-ups, and re-engagement.
- Monitored campaign metrics to refine messaging and improve open, click-through, and conversion rates.

### **Database Manager**

- Oversaw the Brivity CRM platform, ensuring comprehensive data accuracy and seamless integration with supporting systems.
- Proactively maintained and enriched lead profiles by identifying and filling in missing data, utilizing advanced CRM functionalities.
- Streamlined lead and contact organization through strategic tagging and segmentation, improving workflow efficiency and targeted outreach.
- Designed and implemented automated follow-up plans to drive consistent engagement, including scheduled email sequences and task reminders for sales teams.

### **Social Media Manager**

- Led content strategy, creation, and scheduling across all company social media platforms to align with marketing objectives and brand identity.
- Developed and executed monthly content calendars and campaign themes to boost engagement and reach.
- Actively monitored social platforms, engaging with audiences to foster community and address inquiries in real time.
- Conducted research and applied data-driven strategies to enhance brand visibility and expand digital presence.
- Executed targeted email marketing campaigns through Brivity CRM, leveraging its built-in tools to nurture leads and maintain client relationships.

## **SKILLS & CORE COMPETENCIES:**

- **CRM & Database Management**
  - Proficient in Brivity CRM for managing leads, contact organization, and workflow automation
  - Experienced in data enrichment and segmentation to support targeted outreach and improved conversion
  - Skilled in maintaining accurate and up-to-date databases to support operational efficiency
- **Email Marketing**
  - Strong ability to develop and implement automated email campaigns for lead nurturing and client retention
  - Experienced in creating compelling copy, visual content, and tailored messaging for various audience segments
  - Familiar with setting up trigger-based campaigns (e.g., welcome emails, follow-ups, re-engagement)
- **Social Media Management**
  - Proven track record of creating and managing content calendars and multi-platform campaigns
  - Skilled in audience engagement, community building, and brand visibility strategies
  - Adept at analyzing performance metrics and adjusting strategies for optimal results
- **Communication & Client Interaction**
  - Excellent written and verbal communication skills for professional correspondence and content creation
  - Capable of handling client inquiries, resolving issues, and maintaining strong client relationships
  - Experienced in educating clients on services, processes, and promotional offerings
- **Technical Proficiency & Tools**
  - Brivity CRM, Meta Business Suite, Canva, Google Workspace, Microsoft Office
  - Comfortable with learning and adapting to new platforms and tools quickly