

MELISSA MARCELO

Virtual Assistant | Outreach & Content Specialist

📞 0945-660-1439 ✉️ macyhood2527@gmail.com 📍 General Santos City, Philippines



Profile

I am a Virtual Assistant specialized in Outreach, Lead Generation, and Content Writing. Coaches and other Creators can get more visibility and record qualified calls using my advanced and creative strategies. Proficient in technology, client oriented, and eager to work with growth-focused teams.

Experience

Outreach & Content Specialist Freelance

2024-2025

I performed outreach with coaches and course creators on different platforms. I handled leads on a CRM and Google Sheets. I created engaging reels and carousels, and wrote captions that led to booked discovery calls.

Sales Specialist Alfa Marketing

2023

For a US leisure brand, I closed leads on social media. I meticulously tracked outreach, made follow up communication regularly, and converted using tailored messaging.

Customer Service Representative Comcast

2022

I resolved billing and tech issues, promoted add-on services, and consistently met customer satisfaction targets.

Sales Associate Admedia Solutions

2020

I pitched and sold digital services over outbound calls. I qualified leads and transferred them to closers, emphasizing service and ROI.

References

Sixty Gelu

Skool Growth Accelerator / CEO

Email: sixty@socialproof.click

Education

- **STI College of General Santos City**
Bachelor of Science in Information and Technology
2013
- **General Santos Doctors Medical School Foundation Institute**
Bachelor of Science in Nursing
2018

Skill

- Google Sheets
- Canva, CapCut, Photoshop
- Appointment Setting
- CRM & Lead Management
- ChatGPT + AI Tools
- Notion, Calendly
- Visual Design & Web Content
- Basic Coding & Web Design
- Funnel & Offer Awareness
- Social Media Content Creation
- Light HTML/CSS (if needed for simple edits)