

ROBERTO “BOB” ENCARNADO

Operations Specialist & Growth Partner | Virtual Assistant & Digital Marketing Specialist

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PROFESSIONAL SUMMARY

Detail-oriented Virtual Assistant and Digital Marketing Specialist with extensive experience in CRM management, multi-channel lead generation, sales team management, and sales funnel optimization. Proven ability to support end-to-end marketing operations including lead generation, data mining, automated email campaigns, social media engagement, and pipeline management using GoHighLevel. Focused on building efficient lead nurturing systems that improve conversion outcomes.

SKILLS

Team Leadership & Training • Client Relationship Management • CRM & Pipeline Management (GoHighLevel) • B2B Lead Generation & Data Mining • Data Profiling & Pre-Qualifying • Email Campaigns & Cold Outreach • Appointment Setting • Social Media Marketing • Sales Funnel Building • Market Research • Customer Service

TOOLS & PLATFORMS

GoHighLevel (GHL), HubSpot, Salesforce, Zoho, Monday.com, Mailchimp, Mailjet, Apollo.io, Crunchbase, Lusha, SalesQL, Seamless.ai, LinkedIn Sales Navigator, Slack, Discord, Gmail, Calendly, Canva

WORK EXPERIENCE

General Virtual Assistant — Elan Equity

April 2025 – Present

- Manage LinkedIn and Facebook accounts, including content creation, posting, and audience engagement.
- Develop and execute social media content strategies to support lead generation and brand visibility.
- Perform data scraping and lead research to build targeted prospect lists for outreach campaigns.
- Execute lead nurturing campaigns through email and social media follow-ups to improve engagement and conversions.
- Manage CRM operations using GoHighLevel (GHL), including pipeline management, lead organization, and opportunity tracking.
- Build and deploy email marketing campaigns, including automated follow-up sequences and contact update campaigns.
- Design and optimize sales funnels to improve lead capture, nurturing, and conversion flow.
- Monitor campaign performance by tracking engagement metrics such as opens, clicks, and response rates.
- Maintain accurate lead and contact databases across CRM and marketing platforms.

Business Development Representative — Dale Carnegie

January 2026 – April 2026

- Followed up with prospects through calling and email.
- Collaborated with the franchise owner to schedule appointments and managed CRM and calendar.

National Sales Developer — Innovation Building Services

June 2021 – June 2025 (4 yrs)

- Led and oversaw sales operations, marketing team, and data profilers.
- Developed and executed lead generation and client acquisition strategies.
- Collaborated with leadership on sales goals, forecasts, and reporting.
- Maintained CRM data and managed pipelines from lead to close.
- Trained and mentored junior staff on outreach tools and prospecting methods.
- Conducted market research to stay ahead of trends and competitor offerings.

Sales Business Development — Hiring 4 Less

January 2024 – September 2024 (9 mos) — Project-based

- Conducted cold calls to generate new leads and expand the customer base.
- Managed social media platforms and created engaging content.
- Nurtured leads through follow-ups and personalized engagement.
- Scheduled appointments and coordinated meetings for the sales team.

Social Media Marketing Specialist / Appointment Setter — RABCO

December 2023 – March 2024

- Reached out to small to medium-sized business owners across multiple platforms.
- Sent email reminders and follow-ups.

Social Media Marketing Specialist / Appointment Setter — Hello Lesson

June 2023 – September 2023 — Project-based / Freelance

- Followed up with prospects through calling and social media platforms.
- Replied to inquiries via email, website, and JustCall.

Senior Associate Brand Manager / Appointment Setter / Social Media Marketing Specialist — Callbox Inc.

October 2016 – April 2021 (4 yrs 6 mos)

- Handled 7–10 LinkedIn accounts and 3 Sales Navigator profiles for outbound campaigns.
- Led cold outreach efforts to targeted prospects across channels.
- Designed marketing banners and content for various social platforms.
- Managed appointment setting processes and nurtured client pipelines.

Virtual Assistant – Real Estate — Maverick Media Lab

January 2019 – October 2019 — Freelance

- Responded to emails and phone calls; scheduled meetings and booked appointments.
- Managed a contact list and prepared customer spreadsheets; kept online records.
- Organized managers' calendars and performed market research.

Customer Service Representative — IQOR

January 2013 – September 2016 (3 yrs 9 mos)

- Assisted customers with inquiries, payments, and account discrepancies.
- Resolved complaints and ensured customer satisfaction.
- Maintained accurate customer account records and followed up on order issues.

EDUCATION

Bachelor of Science in Hotel and Restaurant Management (BSHRM)

Assumption College of Davao — Davao City, Philippines — Graduated 2019

LANGUAGES

English (Professional) — Filipino (Native)

AWARDS & RECOGNITIONS

- Star Social Media Marketer — Quarter 4, 2022
- Star Email Marketer — Quarter 4, 2022
- Star Agent (APAC) — Quarter 1, 2023
- Star Social Media Marketer (APAC) — Quarter 2, 2023
- Top 3 Star Agent (APAC) — Quarter 2, 2023