



**ROBERTO** [REDACTED]

**Address:** [REDACTED]

**Phone:** [REDACTED]

**Email:** [REDACTED]

**LinkedIn:** [REDACTED]

## PROFESSIONAL SUMMARY

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Results-driven business professional with a strong focus on driving growth through strategic sales initiatives. Proven ability to build and nurture client relationships, identify market opportunities, and develop effective sales strategies. Collaborative and adaptable, consistently delivering measurable outcomes. Proficient in CRM software, market analysis, and negotiation tactics.

## WORK EXPERIENCE

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**Business Development and Sales Executive,** [REDACTED] **Jan 2023 - Dec 2024**

[REDACTED] (remote)

- Generated new leads by reaching out to potential clients.
- Crafted captivating content to boost audience interaction.
- Cultivated connections with potential clients.
- Scheduled appointments to advance business growth initiatives.

**Executive Assistant,** [REDACTED]  
[REDACTED] (remote)

**Nov. 2023 - July 2024**

- Managed complex calendar scheduling with focus on proper allocation of executive availability.
- Screened calls and emails and initiated actions to respond or direct messages for managers.
- Answered high volume of phone calls and email inquiries.

**Associate Brand Manager,** [REDACTED] **Mar 2020 - Jan 2021**  
[REDACTED] (Remote)

- Collaborated closely with global teams to ensure consistent branding across all markets and channels.
- Created and managed social media campaigns to increase brand engagement.
- Researched market trends to identify customer needs and preferences for strategic planning.

**Lead generator / Appointment Setter/Social Media Marketing Specialist,** [REDACTED] **Oct 2020 - April 2024**

[REDACTED] (on-site)

- Provide leads and appointments for IT, software, marketing, and advertising businesses.
- Leveraged multiple communication channels to offer leads and arrange appointments.
- Enhanced business presence across North America, the UK, LATAM, and Asia Pacific using social platforms.
- Leveraged multiple communication channels to offer leads and arrange appointments.

**Social Media Marketing Specialist/ Appointment Setter,** [REDACTED] **Dec 2023 - March 2024**  
[REDACTED] (remote)

- Cooperated with teams within the sales department to strategize and gain introductions to key executives.
- Achieved sustained efficiency enhancements by implementing improved scheduling methods.
- Utilized CRM system to track and manage leads, keeping appointments organized.

**Appointment Setter, [REDACTED]**  
[REDACTED] (Remote)

July 2021 - August 2023

- Cooperated with teams within the sales department to strategize and gain introductions to key executives.
- Achieved sustained efficiency enhancements by implementing improved scheduling methods.
- Utilized CRM system to track and manage leads, keeping appointments organized.

**Virtual Assistant, [REDACTED]**  
[REDACTED] (Remote)

Jan 2019 - Oct 2020

- Scheduled appointments efficiently during call handling sessions.
- Fostered effective work connections consistently.
- Provided essential support while working in team settings.

**Customer Service Specialist, [REDACTED]**  
[REDACTED] (on-site)

Jan 2015 - Jan 2019

- Scheduled appointments efficiently during call handling sessions.
- Fostered effective work connections consistently.
- Provided essential support while working in team settings.

## SKILLS

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- Sales
- Appointment Generation
- B2B Marketing
- Sales Management
- Appointment Scheduling
- Lead Generation
- Social Media Marketing
- Email Marketing
- Cold calling
- Problem-solving
- Customer service
- Time management
- Attention to detail

## EDUCATION

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**Bachelor of Science in Hotel and Restaurant Management**  
[REDACTED] -2019