

# GEOMARIE HERO B.ABADIES

LEAD GENERATION EXPERT

## PROFILE

Highly motivated and results-driven professional with over 9 years of experience in sales and marketing, seeking a Lead Generation Specialist position. Proven track record in developing effective lead-generation strategies, managing CRM systems, and improving conversion rates. Adept at leveraging data analytics to optimize campaign performance and boost sales. Looking forward to utilizing my expertise in driving business growth and enhancing customer acquisition for a progressive organization.

## CONTACT

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## EDUCATION

### Bachelor of Science in Business Administration

University of Southeastern  
Philippines  
2010 - 2014

## SKILLS

Critical Thinking  
Time management  
Project management  
Communication  
Customer service  
Research  
Photo and video editing  
Email Management and Marketing  
Social Media Management

## EXPERIENCE

### Manager of Business Relations

Formicidae LLC  
January 2023 - September 2025

- B2B Cold calling/Appointment setting
- Client Acquisition
- Lead Generation
- Calendar management
- Email management and marketing
- Social Media Management and marketing
- Photo and Video Editing
- Data entry tasks
- Administrative tasks

### Lead Generation Specialist

Uniqli SEO company  
October 2019- November 2022

- LinkedIn prospecting
- List building
- Lead Generation
- Scheduling a 1:1 meeting with a prospect
- Email marketing and management
- Social media prospecting
- Calendar management

### Executive Virtual Assistant/Business Marketing Manager

Cohere Commerce  
June 2016- August 2019

- Lead Generation
- Data Mining
- List Building
- Email outreach
- Social Media Outreach
- Calendar management
- Email Management and Marketing
- Direct contact with the CEO for task update