

KIMBERLY EDPALINA

LINK BUILDING ASSOCIATE

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SKILLS

- Lead Generation (Tools: Apollo.io, Snov.io, Hunter.io)
- Cold Email Outreach (Tool: BuzzStream)
- Email Management (Gmail)
- Administrative Tasks (Notion, MS Excel, Google Sheets)

EDUCATION

Bachelor of Arts in Mass Communication
University of the Philippines Cebu | 2012 - 2017

EXPERIENCE

JUNIOR INTERN

Fellowship for Organizing Endeavors (2014)

- Produced a video that documented the NGO's achievement in advocating against child trafficking
- Conducted street education: gathered and taught street children and adolescents about HIV Awareness

SENIOR INTERN

Revia Design Group Ltd. Co. (2015)

- Internship was on the field of Advertising
- Produced advertisement copies and website content
- Assisted the Head Supervisor in client account management

FREELANCE VOICE-OVER TALENT

Revia Design Group Ltd. Co. (2016-2017)

- Provided voice-over material for advertising campaigns and short audio content

COMMUNICATION ASSISTANT

Stellar Philippines, Inc. (Jan 2018 - Aug 2018)

- Provided real-time captions for the hard-of-hearing through voice recognition software

LINK BUILDING ASSOCIATE

TeamWonk (Apr 2023 - Present)

- Conduct initial website assessment for off-page SEO potential
- Generate leads through necessary tools: Apollo.io, Snov.io, Hunter.io, Google Search, LinkedIn
- Utilize BuzzStream for Cold Email Outreach Campaigns