



SHEALTELA CADAG

Outreach Manager | Lead Generation

Specialist | Administrative Assistant

+639758921187 | shamram1705@gmail.com

PROFESSIONAL SUMMARY

A versatile professional with over three years of experience in lead generation, outreach management, and administrative support. Proficient in streamlining workflows, driving B2B marketing strategies, and fostering client relationships through data-driven initiatives. Skilled in sourcing high-quality leads, executing targeted email campaigns, and managing calendars and appointments. Known for exceptional organizational skills, adaptability, and delivering impactful results.

CORE COMPETENCIES

- Lead Sourcing & Prospecting
- Market Research & Analytics
- Email Marketing Campaigns
- Appointment Scheduling & Calendar Management
- LinkedIn & Instagram Outreach
- Collaboration & Community Management
- Administrative Support
- Data Entry & File Management

TOOLS PROFICIENCY

- LinkedIn Sales Navigator
- Get Prospect
- Canva
- Monday.com
- Notion
- Google Workspace
- ChatGPT
- WhatsApp
- Discord
- Apollo
- Rocket Reach
- CapCut
- Trello
- Slack
- MS Office
- Claude.ai
- Zoom
- Telegram

PROFESSIONAL EXPERIENCES

Alexandria Capital LLC – New York City, USA

Administrative VA & Lead Generation Specialist

September 2023 – Present

- Managed email correspondence and organized files to enhance operational efficiency.
- Conducted lead sourcing and qualification, supporting high-quality business connections.

- Prepared detailed reports and conducted analytics to track campaign performance.
- Scheduled appointments and managed calendars for seamless daily operations.
- Performed outreach tasks, ensuring effective communication with prospects.

Forge Image – Oslo, Norway

Email Campaign Manager & Lead Generation Specialist

May 2023 – November 2023

- Conducted LinkedIn outreach and sourced qualified leads for B2B marketing initiatives.
- Provided administrative support and executed targeted email campaigns.
- Implemented marketing strategies that increased engagement and lead conversions.

StudioDrop Photoshoot Agency – Bali, Indonesia

Outreach Manager

August 2022 – July 2023

- Handled Instagram and LinkedIn outreach initiatives, driving brand awareness.
- Collected and researched data to inform marketing decisions.
- Executed email marketing campaigns to build and nurture client relationships.
- Designed basic graphics and managed calendars to streamline scheduling.

Odd One Out Labs – Bali, Indonesia

Collaboration Manager & Marketing Assistant

August 2022 – July 2023

- Conducted outreach for upcoming NFT projects on Discord, driving community engagement.
- Managed and moderated Discord communities, ensuring active and positive interactions.
- Oversaw whitelisting activities for NFT projects and conducted thorough market research.
- Assisted in basic graphic design tasks and managed calendars for project leaders.

EDUCATION

Notre Dame of Marbel University – Philippines

Associate in Nursing Aide

2004 – 2006

VirtualWork PH – Online

Executive Assistance Course

January 2021

ORGANIZATIONAL AFFILIATION

- Proactive contributor to remote working environments, specializing in lead generation and administrative tasks for diverse global markets.

References available upon request