

Melchor Jr. S. Joves

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PROFILE

Hardworking and Tech-Savvy Virtual Assistant in a team environment. With a background supporting a range of industries. I have cultivated a strong skill set focused on generating new business opportunities. My expertise lies in executing successful lead generation strategies and managing targeted email outreach, consistently contributing to team goals and business growth.

WORK EXPERIENCE

Green Garden Landscaping Inc.

Seattle, Washington

Lead Generation Specialist

Feb 2021 - Jun 2022

- Drive top-of-funnel growth by identifying, researching, and generating high-quality leads within the target market of commercial offices.
- Own the quality and accuracy of the sales database by performing regular maintenance, cleaning, and updates within the CRM system and contact records in Google Sheets

Cost Planner

- Analyzed client landscapes to develop accurate cost estimates, enhancing budgeting precision for over 150 projects annually and reducing forecasting errors.
- Collaborated with cross-functional teams to refine estimation methodologies
- Implemented data-driven costing models that increased estimation efficiency, enabling faster project turnaround times and more competitive pricing proposals.

Social Media Management

- Curated and published engaging landscaping service posts on Facebook, increasing page visibility and attracting new followers within six months.
- Monitored engagement metrics and optimized posting times, achieving higher interaction rate and elevating overall post reach to users monthly.

Cohere Commerce

Los Angeles, California

Lead Generation Specialist

Jun 2022 - May 2025

- Conduct market research to develop and enrich a database of prospective brand stockists and retailers. This involves the meticulous capture and validation of essential business intelligence, such as contact details, store phone numbers, official websites, and relevant social media accounts, ensuring the data is accurate and ready for outreach.
- Developed data-driven lead scoring models that improved lead qualification accuracy, enhancing sales team efficiency and boosting conversion rates.

Data Entry

- Implemented data validation workflows that streamlined the verification process, accelerating lead build cycles and supporting faster decision-making across marketing campaigns.

Email Marketing

- Executed targeted cold outreach campaigns through personalized email sequences.
- Integrated automation tools to streamline the outreach process, reducing manual effort and ensuring timely follow-ups that contributed to a boost in response rates.
- Maintained up-to-date CRM records by systematically updating contact information and interaction histories, leading improvement in campaign segmentation accuracy and overall outreach effectiveness.

Brands Onboarding

- Oversee the end-to-end onboarding process for new brands joining our platform, ensuring a seamless and positive transition. This includes managing account setup, implementing technical integrations, and collaborating cross-functionally to maximize each brand's initial visibility and strategic success on the platform.

Sales Development Analyst

- Streamlined the sales funnel by pre-qualifying leads and conducting outbound verification calls, ensuring the sales team focused exclusively on high-value, verified opportunities.
- Mastered CRM data enrichment, maintaining a 100% accuracy rate in updating account details, which eliminated prospecting "dead ends" and improved outreach success.
- Conducted deep-dive lead research to identify key decision-makers, significantly reducing the "research-to-outreach" time for senior sales staff.
- Prioritized data integrity by auditing existing lead databases and purging outdated information, resulting in a cleaner, more efficient CRM environment.

Cars and Bids

San Diego, California

Lead Generation Specialist

Dec 2025 - Mar 2026

- Market Intelligence & Lead Generation: Executing complex outbound strategies across major digital marketplaces (eBay, Facebook, specialized forums) to bypass traditional gatekeepers and secure "off-market" inventory.
- Conversion Optimization: A/B tested high-intent messaging scripts that increased seller response rates by 15% and accelerated the "Lead-to-Live" auction timeline.
- Delivered 20+ qualified leads daily, consistently meeting and exceeding performance targets by identifying enthusiast-grade vehicles (Porsche, BMW, Audi, etc.) that met strict platform criteria.
- Engaged and converted cold prospects through strategic messaging and email, building brand authority and educating sellers on the benefits of the auction marketplace.
- Optimized outreach performance by analyzing response rates and conversion metrics, leading to a 80% improvement in lead-to-listing efficiency.

EDUCATION

Governor Generoso College of Art Sciences and Tech

Davao Oriental, PH

Bachelor of Science in Office Administration

Graduation Date: Jun 2025

SKILLS

Skills: • Communication Skill, Computer Skill, Problem-Solving, Interpersonal Skill, Basic Gsheet Function

TOOLS

HUBSPOT, KLAIVIYO, BREVO, INSTANTLY

- Email Marketing
- Inbound Marketing
- Automation
- Contact Managment

APOLLO.IO, HUNTER.IO, CLAY

Lead and Contact Enrichment

INSTANT DATA SCRAPER:

Tool I use for one-click magic tool for data extraction. A no-code browser extension that uses AI to automatically detect and extract structured data (like tables or lists) from any webpage.

GOOGLE WORKSPACE

NOTION