

MERDEE T. PELIÑA

VIRTUAL ASSISTANT | CRM & SALES SUPPORT | DIGITAL MARKETING

Tanza, Cavite, Philippines • +63 975-625-5290 • yanj864@gmail.com

PROFESSIONAL SUMMARY

Business and marketing professional with hands-on experience in lead generation, CRM support, client follow-up, digital marketing, e-commerce, content creation, and sales operations. Organized, client-focused, and comfortable working with online business tools, spreadsheets, marketing platforms, remote workflows, and basic coding/web editing.

CORE VA SKILLS

- CRM & Lead Management
- Lead Generation & Prospecting
- Spreadsheet Tracking & Reporting
- Copywriting & Brand Support
- Sales Funnel & B2B Support
- Basic Coding & Web Editing
- Client Follow-up & Coordination
- Product Listing & E-commerce Support
- Digital Marketing & Advertising
- Website & Content Management
- Video Editing & Creative Design
- Basic Technical / Website Support

PROFESSIONAL EXPERIENCE

Sales Manager | Ayala Land, Inc. Jan - Jun 2026

- Managed prospecting, client communication, follow-ups, relationship management, and sales activities.

Multimedia & Ads Specialist | Freelance 2025

- Created digital marketing content and supported advertising creatives, brand communication, and online campaigns.

OIC / Sales Manager | PH1 World Landscapes Feb - Sep 2025

- Handled lead follow-up, client coordination, prospecting, negotiation, and sales funnel activities.

Senior Property Specialist | Antel Land, Inc. Mar 2023 - Nov 2024

- Built client relationships through lead generation, digital sales, presentations, and consistent follow-up.

Marketing Manager | Garlic & Peppermill Apr 2020 - Feb 2023

- Supported brand management, campaigns, content creation, advertising, and customer communication.

SELECTED ACHIEVEMENTS

- TOP 2 Sales Manager - Q1, Aspire Realty - Southscapes Trece (2025)
- TOP 1 Property Consultant - Annual Team Paragon, ₱108,009,800 total sales (2024)
- TOP 2 Property Consultant - Q2, Antel Land, Inc., ₱70,560,100 total sales (2024)
- Elite Awardee - Digital Sales Awarding, Antel Land, Inc. (2024)
- TOP 6 Property Consultant - Annual Team Paragon, ₱31,000,000 total sales (2023)

TOOLS & PLATFORMS

HubSpot CRM • Google Workspace • Microsoft Office • Shopify • WordPress • Meta Ads Manager • TikTok Ads Manager • Canva • CapCut • Adobe Premiere Pro • Adobe Illustrator • Basic Coding / Web Editing

EDUCATION & CERTIFICATION

BS Business Management, Major in Operations Management | Cavite State University (Indang Campus), 2015-2019

Digital Marketing & E-commerce Certificate | Google, 2022