

ALYSSA NACION

BUSINESS DEVELOPMENT REPRESENTATIVE

CONTACT

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PROFILE SUMMARY

A results-driven business development representative with 3+ years of experience in business-to-business and business-to-consumer sales, handling outbound and inbound communications, appointment setting, and customer support, with a proven track record of consistently setting high-quality appointments. Seeking a full-time position to apply expertise toward company growth and long-term success.

EDUCATION

2022 - 2023
SOUTHWESTERN UNIVERSITY PHINMA
Bachelor of Science in
Business Administration

2008 - 2022
UNIVERSITY OF
SAN JOSE-RECOLETOS

SKILLS

- Cold Calling & Prospecting
- Appointment Setting & Calendar Management
- Lead Generation & Qualification
- Email Marketing & CRM Management
- Handling Customer Complaints & Objections
- Team Collaboration & Leadership
- Business Proposal Writing
- Multitasking Across Projects
- Business-to-Business and Business-to-Consumer Sales

TOOLS & PLATFORMS

- CRM Platforms: Zoho, HubSpot, Salesforce, Nutshell, Airtable, Front, Monday.com
- Lead Generation Platforms: Thumbtack, Houzz, Yelp, Angi, Apollo, Data Axle
- Project & Workflow Tools: Asana, Trello, Microsoft Office, Google Workspace
- Sales & Communication Tools: Mojo Dialer, Nextiva, JustCall, LinkedIn Sales Navigator, Slack

WORK EXPERIENCE

Business Development Representative
Newell Agency | 2024-2025

- Managed inbound and outbound communications from customers and scheduled appointments for home improvement projects such as flooring, bathroom, and kitchen remodeling, and wallpaper installation or removal. In addition, I booked appointments and prepared quotations for customers seeking cleaning services.
- Followed up with customers and sent reminders about upcoming projects and appointments to ensure smooth scheduling.

Sales Development Representative
Millie | 2023 - 2023

- Researched and identified potential leads
- Reached out to prospects and set up appointments
- Managed and tracked leads using Zoho CRM
- Coordinated with the content and marketing teams to meet monthly and quarterly targets.

Technical Sales Specialist
American Standard Adhesives | 2023- 2023

- Followed up on cold and warm leads through calls or texts, addressed inquiries, and provided additional marketing information via email.
- Submitted quotations and proposals to potential leads and existing customers.
- Explained products and service features clearly and persuasively
- Created and maintained a database of current and prospective customers
- Upsold products and services
- Researched and qualified new leads to build the sales pipeline
- Closed sales and consistently achieved targets
- Oversaw and monitored projects related to sales and business operations

Sales Representative
Ecube Labs | 2022 - 2023

- Managed a full sales pipeline
- Executed outbound sales activities, including cold calls and targeted emails.
- Developed a deep understanding of client needs, delivered tailored solutions, and handled objections with efficiency and professionalism.

Lead Generation Specialist
Purple Cow Agency | 2022-2022

- Reached out to prospective customers with roofing needs due to hail damage, as well as roofing businesses, through phone, email, and SMS.
- Pre-qualified leads to ensure fit and interest
- Scheduled and confirmed appointments with qualified prospects