


FRANCIE MARIBETH NERI

EXECUTIVE ASSISTANT
LEAD GENERATION SPECIALIST



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PROFILE

A Proficient Executive Assistant with over 10 years of office experience, specializing in administrative work, problem solving, planning, and optimal assistance. Known for increasing productivity and relieving workload of managerial staff. Proven efficiency with an ability to quickly learn and navigate any computer software program, or office filing system.

SKILLS & SYSTEMS FAMILIARITY

- DATA MINING & SCRAPING
- EMAIL MARKETING
- EXECUTIVE ASSISTANCE
- PRODUCT RESEARCH
- CONTENT RESEARCH & DEVELOPMENT
- GRAPHIC DESIGN
- BOOKKEEPING
- ACCOUNTING
- COMPUTER SKILLS
- TIME MANAGEMENT
- COMMUNICATION
- PROJECT MANAGEMENT
- MICROSOFT OFFICE
- GOOGLE DRIVE
- GOOGLE WORKSPACE
- SLACK
- ZOHO

EXPERIENCE

DATA ENTRY SPECIALIST / LEAD GENERATION

BRUNTWORX, PURE HEADLIGHTS, SYDNEY, AU

FEB - MAR 2023

- Generate leads through web research by using data mining/scraping tools.
- Exceeds maximum requirement of getting leads on a daily basis
- Trimming down raw leads and converting them into good/polished leads suited to the given criteria.
- Maintaining database
- Data clean up
- Email Management

EXECUTIVE ASSISTANT / DATA ENTRY SPECIALIST

FREELANCE, LAZO-MARCOS HOLDINGS PTY LTD, SYDNEY, AU

NOV 2021 - Present

- Served as an assistant to to the manager and CEO and acted as a first point of contact for clients.
- Obtaining quotes and purchasing appropriately priced products.
- Known as the "go-to person" for all departments including Quality Control, Accounting, and Management.
- Handled office orders, mail, and some accounting responsibilities.
- Managed calendar for multiple staff members.
- Handled correspondence, filing systems, and calendar plans.

- TRELLO
- NOTION
- ASANA
- HUBSTAFF
- CLICKUP
- AIRTABLE
- JOTFORMS
- CANVA
- LASTPASS
- LOOM
- KEEPA
- MAILCHIMP
- GRABLEY
- HELIUM 10
- INSTANT DATA SCRAPER
- APOLLO
- LINKEDIN SALES NAVIGATOR
- SALESSQL

LEAD GENERATION SPECIALIST

PARABOLIC INTEL CORP., (FREELANCE), SAN FRANCISCO, CA
APR 2022 - MAR 2023

- Research, track, maintain, and update leads
- Data clean-up and analysis
- Research and support lead generation database
- Conduct customer research
- Conduct client or market surveys to obtain information about potential leads
- Participate in the preparation of proposals and sales presentations
- Provide accurate and timely information to management

PRODUCT RESEARCHER - AMAZON FBA

PART-TIME, SAN FRANCISCO, USA
JAN 2022 - AUG 2022

- Create a Daily Product Sourcing Plan/Strategy;
- Search, analyze, and evaluate online suppliers and their product categories/product range, in line with the company's profit and sales targets as well as budget;
- Consider various criteria in searching and choosing products, including competitor data, sales data, market/consumer trends, buying behavior, associated risks, and overall business environment (such as pandemic);
- Create product mix strategy, considering stock levels per peak seasons, special events, and supplier lead time;
- Analyze profit performance of products and evaluate profitability trends as well as pricing strategy, using various tools such as Keepa, FBA Multi-Tool, BuyBotPro, and SAS;
- Track and analyze trends on products consumption

EDUCATION

BACHELOR OF SCIENCE IN INFORMATION TECHNOLOGY

UNIVERSITY OF SOUTHEASTERN PHILIPPINES
2004 - 2005

BACHELOR OF ARTS IN ENGLISH

HOLY CROSS OF DAVAO COLLEGE
2005 - 2009



REFERENCES

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STORE OPERATIONS MANAGER

FULL TIME, ROBINSONS DEPARTMENT STORE, DAVAO
FEB 2016 - AUG 2022

- In-charge in dealing with customer complaints and queries and makes sure that action is being done within the allowable span of time.
- Effective implementation of security measures and operational policies to control shrinkage and pilferage.
- Knowledgeable on product quality, characteristic and availability.
- Creates monthly operational and sales justification reports and making sure to have ample knowledge of the local business trends affecting overall sales performance of the store.
- Established sales goals by forecasting annual sales quotas and projecting expected sales volume for existing and new products.
- Makes sure that expenses incurred by the store are within the approved budget.
- Checks and conduct audit on cash accountability, store funds and petty cash funds handled by the cashiering supervisor.
- Ensures that sales and payments are properly deposited the following and that all funds are intact.
- Conduct competitive check to other stores with the same offerings.

ADMINISTRATION OFFICER

FULL TIME, ROBINSONS DEPARTMENT STORE, DAVAO
AUG 2012 - JAN 2016

- Maintained office supplies and scheduled orders from appropriate vendors.
- Served as a dedicated Office Administrator in a fast-paced office.
- Brought forth the ability to effectively multitask and prioritize.
- Developed and executed strategy for logistics and inventory management.
- Reported all necessary information to the manager and worked closely with them to achieve and maintain goals.
- Collected and organized data for administration of programs.

