



RUTH ANN RODRIGUEZ

Recruitment Associate | Experienced Virtual Assistant | Customer Service Expert | Talent Sourcing • Admin Support • Client Relations

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Pampanga, Philippines

EDUCATION

Bachelor of Secondary Education (Mathematics)

Bicol State College of Applied Sciences and Technology
2004-2008

SKILLS

- Collaborative team member
- Outstanding listener
- Approachable, respectful, and service-focused
- Composed in high-pressure situations
- Experience in staff training and coaching
- Skilled in recruiting and hiring talent
- Quality assurance expertise
- Strong written and verbal communication skills

LANGUAGE

English
Filipino

About Me

I am a proactive, people-oriented professional with expertise in recruitment, virtual assistance, appointment setting, and digital marketing. Throughout my career, I have honed my skills in supporting teams remotely and fostering business growth by connecting them with the right talent and audiences.

In recruitment, I have managed the entire hiring process—from sourcing and screening candidates to onboarding—always with a focus on achieving success. As a virtual assistant and appointment setter, I have efficiently handled schedules, implemented marketing strategies, and utilized CRM tools to ensure seamless daily operations. My background in digital marketing encompasses content creation, social media management, and email marketing, providing me with a comprehensive approach to crafting unique and successful brand identities.

Above all, I am meticulous, organized, and adaptable. I take great pride in being a reliable resource for others, delivering results with passion and effectiveness, even in high-pressure situations.

WORK EXPERIENCE

April 2017 – July 2025

VERSATEL MARKETING LLC

Recruitment Associate

- Recruiting Sales Experts
- Creating and Posting Marketing Campaigns
- Facilitating the Recruitment Process
 - Conducting initial interviews
 - Administering audio recording assessments
 - Overseeing mandatory test calls
 - Coordinating onboarding procedures for training and final interviews
- Developing Digital Marketing Campaigns
- Sourcing Agents Through Online Employment Platforms
 - Utilized LinkedIn Recruiter to identify and reach out to candidates

Maintained a robust pipeline of potential candidates

April 2017 – October 2017

MYVIRTUDESK PH

Virtual Assistant | Inside Sales Agent

Lead Management and Marketing Tasks

- Reach out to the following lead types for appointment setting and follow-up:
 - Buyers
 - Sellers (FSBO)
 - Expired Sellers
- Oversee marketing campaigns for clients.
- Create social media marketing accounts for clients, including:
 - Blogs
 - Facebook accounts
 - Instagram accounts

*Tools utilized include: Espresso Agent, Liondesk, and Skype.

Aug 2014 – Jul 2015

MYOUTDESK PH

Virtual Assistant | Inside Sales Agent

Appointment Setting and Lead Management Tasks

- Call the following types of leads for appointment setting and follow-up:
 - Buyers
 - Investors
 - Sellers (FSBO)
 - Expired Sellers
- Engage in Circle Prospecting.
- Oversee MLS management.
- Manage marketing campaigns for clients.

- Serve as the Transaction Coordinator to create Buyer Broker Contracts.

- Develop a client database in eEdge and set up drip campaigns for various lead types.

- Design social media marketing accounts for clients, including blogs, Facebook, and Instagram.

Tools Utilized: Vulcan7, RingCentral, TeamLeads, eEdge, BoomTown, Zillow, Trulia, Zurple, Virtual Tour, Dotloop, RedX, WordPress, EspressoAgent, and BetterVoice.

REFERENCES

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