SAMMELEE MENDOZA

Executive Assistant & Operations Support Specialist

+63 969 533 8562 | samlee31092@gmail.com | linkedin.com/in/sammeleemendoza

PROFESSIONAL SUMMARY

Executive Assistant with 4+ years of experience supporting founders and executives with calendar and inbox management, travel coordination, CRM administration, lead generation, and process improvement. Comfortable managing multiple priorities across HubSpot, Salesforce, Asana, and Notion, and known for being reliable, discreet, and proactive in keeping fast-moving businesses organized and running smoothly.

CORE SKILLS

Executive Support: Calendar, inbox, and travel management; meeting preparation and follow-up; confidential information handling

CRM & Data: HubSpot, Salesforce, Zoho CRM, Pipedrive, GoHighLevel — pipeline accuracy and data organization

Operations: SOP creation, process optimization, project coordination (Asana, Notion, Monday.com)

Growth Support: Lead generation, prospect research, client and customer success support

Content: Social media management and content creation, AI-powered productivity tools

Proactive Support: Anticipating executive needs, catching issues before they become problems, and following through without being asked

PROFESSIONAL EXPERIENCE

Executive Assistant (Freelance Contract) | Sunrun *Mar 2025 – Present*

- Kept the executive organized and on schedule by managing calendar, inbox, and daily priorities, so meetings and deadlines were never missed.
- Improved CRM data accuracy across Monday.com and Salesforce, giving leadership reliable, up-to-date project records to make decisions from.
- Served as the main point of contact between internal teams, customers, and vendors, coordinating updates at every project stage to keep timelines on track.
- Generated qualified leads through GoHighLevel and targeted prospect research, contributing directly to pipeline growth.
- Built SOPs and streamlined workflows that made the team more consistent and efficient day to day.

Executive Assistant (Contract) | Forecastr *Oct 2024 – Jul 2026*

- Partnered directly with the co-founder as a right hand, managing calendar, inbox, travel, and tasks across HubSpot, Asana, and Notion — freeing up their time to focus on strategy instead of logistics.
- Kept operations and projects running smoothly by anticipating needs and following through on action items before they became bottlenecks.
- Grew the business pipeline through LinkedIn prospecting, lead generation, and direct client outreach.
- Produced social media content, LinkedIn posts, and YouTube scripts that strengthened the company's online presence.
- Organized business data and tracked OKRs, giving the co-founder clear visibility to support faster, better-informed decisions.

Executive Assistant (Contract) | Kitchen Tune-Up *Jul 2024 – Jan 2025*

- Managed the CRM end-to-end — qualifying leads and scheduling appointments — to keep the sales pipeline moving and support consistent business growth.
- Boosted brand visibility by creating engaging social media graphics and content.
- Strengthened customer relationships by managing social media engagement and responding promptly to lead inquiries.

Appointment Setter (Contract) | Zenith Insurance Solutions *Jul 2024 – Mar 2025*

- Managed a high-volume pipeline of 500–600 leads daily without letting anything fall through the cracks.
- Scheduled qualified appointments for licensed health insurance agents, keeping their calendars consistently full.

Talent Manager & Assistant | Kokoi Baldo *Jan 2022 – Jan 2025*

- Kept the executive's schedule and travel fully organized, along with day-to-day administrative tasks, so nothing was overlooked.
- Coordinated with outside organizations and contacts to set up and confirm meetings and events.
- Managed the client's social media presence, including the official Facebook page, to keep engagement consistent.

Executive Assistant (Contract) | The Scratcher Girls, LLC *May 2024 – Oct 2024*

- Built and managed email marketing campaigns in Wix that generated new leads and supported business growth.
- Grew and engaged the YouTube Membership community, helping strengthen member retention.

ADDITIONAL EXPERIENCE

Appointment Setter, *US Health Advisors (Mar–Jul 2024)* — Reached out to qualified leads and scheduled calls with licensed insurance agents.

Executive Assistant Trainer, *CEO Concierge, LLC (Feb–May 2024)* — Coached and ran workshops teaching essential virtual assistant skills.

Executive Assistant, *Obedient K9 Training (Sep 2022–Jan 2023)* — Kept the owner's schedule, meetings, and reporting organized while providing responsive customer support.

English Consultant → Team Leader → Company Trainer, *GnGn Eikaiwa Inc. (Jan 2014–Oct 2016)*

Supervisor, *Engoo (Jun 2011–Oct 2016)*

TOOLS & PLATFORMS

CRM & Sales: HubSpot, Salesforce, Zoho CRM, Pipedrive, GoHighLevel, Ringy, ServiceMinder

Project Management: Asana, Notion, Monday.com, Trello, Airtable

Communication: Slack, Pumble, RingCentral, OpenPhone, WhatsApp, Viber, Skype, Zoom

Marketing & Content: Canva, Buffer, Sendx.io, Wix, Shopify

Scheduling & Automation: Calendly, Zapier, Google Workspace, Microsoft Outlook

REFERENCES

Blake Creech – District Manager, Sunrun — +1 (808) 295-6871
Fem Taino – HR, VA Success — 0926 077 0544
Michellyn Gari – Client Service Manager — 0921 258 3740