

LYKA REGIDOR

General Admin Virtual Assistant

Appointment Setter | Lead Generation | Social Media Manager | Customer Support Specialist

Highly motivated and adaptable **Virtual Assistant** with over 5 years of professional experience across **lead generation, customer service, appointment setting, and social media management**. Proven ability to manage multiple tasks efficiently, nurture leads, and close warm prospects through clear communication and persistence. Committed to helping clients achieve consistent business growth and operational excellence.

CORE COMPETENCIES

- Lead Generation & Cold Calling
 - Appointment Setting & Follow-Ups
 - CRM & Data Management
 - Social Media Management
 - Business Formation & EIN Support
 - Upselling & Retention Strategies
 - Customer Engagement
 - Customer Issue Resolution
 - Email, Chat, and Call Handling
 - Team Collaboration & KPI Targeting
 - Admin and Workflow Management
 - Administrative Support
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WORK EXPERIENCE

Lead Generation Specialist

Callmark | October 2024 – October 2025

- Performed outbound cold calls, email campaigns, and social media prospecting to identify qualified business leads.
- Initiated first contact, built rapport, and clearly explained products and services to potential clients.
- Scheduled appointments, demos, and consultations with the sales team to maximize conversion opportunities.
- Managed lead data and maintained detailed communication logs using CRM tools.
- Followed up with warm leads via calls and text to nurture interest and move them through the sales funnel.
- Handled client inquiries, provided detailed service information, and clarified key processes.
- Collaborated with the marketing and sales team to strategize on outbound campaigns and improve engagement rates.

General Virtual Assistant

Green Country LLC | January 2024 – April 2025

- Managed CRM systems for lead tracking, account creation, and client follow-ups.
- Handled calendar management, scheduling, and weekly meetings for the management team.
- Created reports summarizing team progress, appointments, and sales results.
- Assisted with customer retention efforts and handled client concerns professionally.
- Supported administrative functions including email management, documentation, and file organization.
- Monitored client subscriptions and ensured smooth renewal and billing processes.
- Coordinated with team members to achieve monthly and quarterly KPIs.

Appointment Setter (Project Based Contract)**JA Outsourcing | September 2024 – March 2025**

- Made daily cold and warm calls to potential clients to promote company services.
- Set appointments with qualified leads and validated orders for sales conversion.
- Followed up on inquiries through phone, text, and email to maintain strong lead relationships.
- Delivered clear and concise explanations of services to address customer concerns.
- Worked closely with the sales team to ensure high-quality leads and smooth handovers.
- Documented all interactions in the CRM system for accurate tracking and performance reporting.
- Contributed to developing and testing new scripts to improve engagement and appointment rates.

Customer Service Representative – Sales**VXI Global | November 2023 – February 2025**

- Assisted customers with business formation processes, EIN obtainment, and account setup.
- Made outbound and inbound calls to guide clients through service options and enrollment.
- Followed up on client inquiries to ensure satisfaction and conversion of warm leads.
- Explained products and services clearly, addressing customer pain points.
- Created tracking reports for client progress and assisted in team KPI monitoring.
- Maintained detailed documentation for all customer interactions.
- Supported administrative and operational tasks to streamline the sales process.

Customer Service Representative – Sales**IBEX Solutions | June 2022 – May 2023**

- Handled inbound and outbound calls to assist customers with billing, payments, and service inquiries.
- Delivered clear explanations of charges, promotions, and upgrades.
- Performed upselling and cross-selling to maximize client satisfaction and company revenue.
- Processed payments and ensured accurate billing transactions.
- Followed up with potential customers to close warm leads and complete sales.
- Resolved customer issues efficiently to ensure retention and loyalty.
- Supported team initiatives to exceed sales goals and improve call quality metrics.

Technical Support Representative**Concentrix | February 2021 – March 2022**

- Provided technical assistance for routers, internet connectivity, and VPN configuration.
- Troubleshoot hardware and software issues to ensure optimal device performance.
- Walked customers through step-by-step problem resolution via phone and chat.
- Upsold routers, Wi-Fi extenders, and devices to improve user experience.
- Recorded and documented customer interactions and technical notes.
- Followed up with customers to ensure issues were fully resolved.
- Maintained high-quality scores through empathy, accuracy, and clear communication.

Lead Generation Specialist

Janitorial Cleaning Service LLC | April 2020 – November 2021

- Conducted outbound calls, emails, and social media outreach to generate qualified leads.
- Scheduled consultations and follow-ups for potential clients.
- Explained cleaning services and packages clearly to ensure customer understanding.
- Organized and maintained lead databases and reports.
- Followed up with prospects to confirm appointments and convert warm leads.
- Assisted in creating proposals and quotes for clients.
- Collaborated with the sales team to meet weekly and monthly target goals.

Social Media Manager (Freelance)

PetteaBlog | January 2025 – March 2025

- Managed content calendars across Facebook, Instagram, X (Twitter), and YouTube.
- Created engaging graphics, captions, and short-form videos for daily posting.
- Researched trending topics and content ideas to improve audience engagement.
- Built partnerships with influencers and content creators for collaboration.
- Responded to followers' comments and inquiries promptly to maintain brand reputation.
- Tracked analytics to identify top-performing posts and optimize content strategy.
- Designed creative campaigns that increased brand reach and follower growth.

TECHNICAL SKILLS

Tools & Platforms:

GSuite, Microsoft Office, Salesforce, Monday.com, Auto-Dialers (Amazon Connect, Zoiper), Slack, Zoom, Shopify, Google Workspace, SuperTools, TrackTraining (GHL Dialer, Lead Capture, Social Media Calendar, AMCards)

Design & Social Media:

Canva, Facebook, Instagram, LinkedIn, Twitter/X, YouTube