



# BEN RICO

VIRTUAL TEAMMATE



## SKILLS SUMMARY

- Sales and Business Development
- Lead Generation
- Team Management
- Market Research
- Customer Success
- Account Management
- Appointment Setting

## TOOLS

Apollo.io  
LinkedIn Sales Navigator  
HubSpot  
Monday.com  
Go High Level  
Microsoft Excel  
Google Studio

## PERSONAL PROFILE

With almost eight years of multifaceted experience in Marketing & Advertising, Software & Development, E-Commerce, and Real Estate, I specialize in utilizing AI tools like Apollo.io, LinkedIn Sales Navigator, and HubSpot for lead generation. Proficient and sales and business development I excel in connecting with potential clients. My skills extend to sales closing through impactful business presentations. In Account Management, I'm adept at understanding client needs and delivering tailored solutions, fostering lasting partnerships.

## WORK EXPERIENCE

### SALES AND BUSINESS DEVELOPMENT SPECIALIST

#### VALLET SELLER | 2021 - 2024

- I excel in developing online sales strategies, promoting services, and products with a proven track record. With extensive experience in providing e-commerce services to multiple clients, I boost sales, engage customers, and optimize online presence. My expertise in e-commerce platforms, digital marketing, and consumer behavior enables me to deliver tangible results.

### ACCOUNT MANAGEMENT & CUSTOMER SUCCESS LEAD

#### DEMAND SCIENCE | 2019 - 2021

- plays a pivotal role in managing and coordinating the entire production process for a specific product or a range of products. They assume responsibility for planning, organizing, and implementing effective strategies to ensure the successful development of the product, while adhering to all specifications and requirements. Collaborating closely with the operations and product development teams, they maintain a seamless and efficient workflow.

### TEAM MANAGER

#### DEMAND SCIENCE | 2017 - 2019

- A Team Leader assumes a crucial role in ensuring the optimal functionality of a work group. They provide essential guidance and instruction to team members, encompassing various responsibilities such as decision-making, coaching, mentoring, skill development, and conflict management. With their leadership, they foster an environment of growth and success for the team.

In this role, a Team Leader undertakes a range of tasks, including but not limited to: **(Developing and Implementing Timelines, Ensuring Achievement of Target Goals, Coaching and Mentoring for Improvement, Managing Conflict)**

## CERTIFICATION

Six Sigma - Yellow Belk Holder

Talent LMS Certified - 2022

Attended on Sales Seminars  
Convention in Central Luzon  
PH, 2022

Certified for Landing Page  
Creation

## WORK EXPERIENCE

### B2B BUSINESS DEVELOPMENT SPECIALIST

#### DEMAND SCIENCE | 2014 - 2017

As a Lead Generation Specialist, the primary responsibility is to drive sales and effectively market products and services through phone interactions. This role entails handling incoming customer calls, making outbound sales calls, and maintaining a comprehensive understanding of the offered products and services. The objective is to process sales efficiently and consistently meet sales goals.

## OTHER EXPERIENCE

### VIRTUAL ASSISTANT

#### OPAL GROUP OF COMPANIES | 2021 - 2023

In my role, I deliver remote assistance to business management professionals, handling research, data organization, and representing customers. I also handle clerical tasks like updating calendars and sorting documents. With strong attention to detail and communication skills, I contribute to the team's success.

### REAL ESTATE COLD CALLER

#### DIRECT CLIENT ( BROKERS ) | 2020 - 2021

A real estate appointment setter is an entry-level administrative role in telemarketing firms, real estate offices, or financial institutions. Their main task is to build relationships with leads, primarily through cold calls, to schedule property viewings or listings. They may also handle administrative duties like data entry and generating reports, acting as a crucial link between clients and real estate professionals for successful transactions.

## EDUCATION HISTORY

### FEATI University

- Bachelor of Business Administration Major Marketing Management and Finance, 2015
- Organization President, Business Administration Organization
- Class President at FEATI University batch 2015
- Member, FEATI Finance achiever
- Speaker, FEATI Student Athlete