

CATHERINE LYNN F. FORREN

Angeles City, Philippines, [639156895227](tel:639156895227), cathylynnforren@gmail.com, [LinkedIn](#)

SUMMARY

Dynamic Lead Generation Specialist with over 3 years of experience in executing multi-channel outbound strategies. Expertise in leveraging tools like LinkedIn Sales Navigator and HubSpot CRM for effective prospect tracking and lead qualification. Demonstrated success in consistently achieving monthly KPIs, contributing to robust sales pipelines. Proven skills in data research, cold calling, and appointment setting enable a strong alignment with sales processes, poised to drive growth and enhance team performance.

WORK EXPERIENCE

07/2020 – Present

Lead Generation Specialist / SDR MRT

- Executed multi-channel outbound strategies (LinkedIn, email, cold calling) to establish a robust sales pipeline
- Utilized LinkedIn Sales Navigator, Apollo, and Google Gemini to identify key decision-makers and confirm high-accuracy contact data
- Oversaw end-to-end prospect tracking within HubSpot CRM, guaranteeing 100% data integrity and organized follow-up workflows
- Evaluated leads against Ideal Customer Profiles (ICP) to ensure high-conversion potential for the sales team
- Consistently surpassed monthly KPIs for qualified lead generation and executive meeting sets

01/2011 – 01/2012

Universal Agent UPS

- Optimized customer inquiries and shipment resolutions through professional phone and email support
- Maintained meticulous client records and documentation to ensure service transparency and accuracy

01/2010 – 01/2011

Customer Service Representative NCO Clark

- Resolved complex billing and account inquiries while upholding top-tier performance metrics

01/2009 – 01/2010

Technical Support Representative America Online

- Delivered expert troubleshooting for connectivity and software issues to enhance user experience
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EDUCATION

STI College

Angeles City, Philippines

Computer Science, COBOL Programming

SKILLS

Outbound Prospecting

Cold Calling

Email Campaigns

LinkedIn Social Selling

Data Research & Verification
CRM Pipeline Management
Appointment Setting

Lead Qualification
AI-Enhanced Research
Multi-Channel Engagement

LANGUAGES

English (Advanced) . .

Tagalog or Filipino (Fluent) . .