

MARK JASON HERNANDEZ

Executive Virtual Assistant | Lead Generation Specialist | Customer Success Pro

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PROFESSIONAL SUMMARY

Results-driven Executive Virtual Assistant with 7+ years of cross-industry experience providing high-impact C-suite support, lead generation, and customer success. Proven track record of delivering measurable outcomes — 35% increase in qualified leads, 150% of sales targets achieved, and a 95% call resolution rate. Operates seamlessly in remote, asynchronous environments across multiple time zones. Combines sharp organizational intelligence with data-informed strategy, a full modern tool stack, and unwavering executive-level discretion to drive real business results.

CORE COMPETENCIES

Executive Calendar & Schedule Management • C-Suite Administrative Support • Lead Generation & Pipeline Development • Email Marketing & Campaign Execution • CRM Database Management & Maintenance • Cross-functional Stakeholder Communication • Project Tracking & Deadline Management • Customer Relationship Management • Confidential Document Handling • Team Coordination & Mentorship • Medical Transcription & Documentation • Sales Strategy & Upselling

TECH STACK & TOOLS

Executive Assistant / Operations Tools

Google Workspace (Docs, Sheets, Calendar, Drive) | Microsoft Office (Excel, Word, PowerPoint, Outlook) | Slack | Zoom | Calendly | Notion | Asana | Trello | ClickUp

CRM & Lead Generation Tools

HubSpot | GoHighLevel | Salesforce | Apollo.io | LinkedIn Sales Navigator | Mailchimp | ActiveCampaign

Customer Support & Communication Tools

Zendesk | Freshdesk | Intercom | RingCentral

Marketing & Productivity Tools

Canva | Meta Ads Manager | Google Analytics | ChatGPT | Loom

PROFESSIONAL EXPERIENCE

Executive Virtual Assistant / Assistant to the CEO | *Remote* Jul 2023 – Mar 2026

- ▶ Managed complex C-suite calendars, communications, and cross-timezone scheduling, reducing scheduling conflicts by an estimated 40% and ensuring zero missed executive commitments.
- ▶ Drafted and organized confidential executive reports, board presentations, and stakeholder correspondence with zero documented accuracy errors over a 2+ year tenure.
- ▶ Led project tracking and cross-team coordination across Asana and ClickUp, ensuring 100% on-time delivery of key strategic deliverables.
- ▶ Served as the primary liaison between the CEO and internal/external stakeholders, streamlining communication workflows using Slack, Zoom, and Google Workspace.
- ▶ Proactively identified workflow bottlenecks and implemented Notion-based SOPs that optimized CEO daily productivity and strategic focus.
- ▶ Maintained executive-level discretion and confidentiality over sensitive business operations while operating across PST, including weekends.

Lead Generation Specialist | *Taocrowd*

Jan 2023 – Jun 2023

- ▶ Executed multi-channel lead generation campaigns (email, LinkedIn, outbound) that drove a 35% increase in qualified leads within 6 months of onboarding.
- ▶ Built and maintained a structured CRM database (HubSpot) that improved the leads-to-sales conversion rate by 25%.
- ▶ Designed and launched targeted email marketing campaigns, achieving a 20% lift in open rates and a 15% increase in click-through rates.
- ▶ Partnered with the sales team to refine lead nurturing workflows, resulting in a 30% improvement in lead-to-paying-customer conversion.

Customer Service Representative | SITEL (BPO)

Nov 2021 – Dec 2022

- ▶ Managed an average of 200 inbound calls per shift, maintaining a 95% call resolution rate and a 90% customer satisfaction score.
- ▶ Resolved complex escalations with empathy and precision, consistently meeting and exceeding quality assurance benchmarks.
- ▶ Mentored and onboarded new CSR team members, contributing to a 20% reduction in team-wide escalation rates.

Medical Transcriptionist | Cadence Translate

Feb 2021 – Oct 2021

- ▶ Transcribed high-volume medical reports with exceptional accuracy for physicians and healthcare providers, maintaining error-free documentation standards.
- ▶ Implemented quality control review processes that measurably improved documentation consistency and turnaround time.

Sales Associate | Robinsons Appliances

Jan 2018 – Dec 2020

- ▶ Consistently achieved 150% of monthly sales targets through strategic upselling and personalized customer engagement.
- ▶ Grew repeat business and referrals by 20% through strong, trust-based customer relationship management.
- ▶ Co-developed a customer feedback system that increased overall satisfaction scores by 15%.

CERTIFICATIONS & PROFESSIONAL DEVELOPMENT

 **Google Project Management Certificate** — Google / Coursera

 **HubSpot CRM Certification** — HubSpot Academy

 **Meta Blueprint – Digital Marketing Fundamentals** — Meta

 **Executive Assistant Professional Certification (PACE)** — American Society of Administrative Professionals (ASAP)

 **ClickUp Certified Expert** — ClickUp University


 **Asana Ambassador Certification** — Asana Academy

EDUCATION

Bachelor of Science in Hospitality and Tourism Management

University of the Cordilleras, Baguio City | 2010 – 2013

KEY ACHIEVEMENTS AT A GLANCE

 35% increase in qualified leads |  150% of sales targets achieved |  95% call resolution rate |  20% email open rate lift |  30% conversion rate improvement