
MAE PABLITA GIMENA

LEAD GENERATION |
BOOKKEEPING VIRTUAL ASSISTANT

Marikina City, Philippines

maegimena11@gmail.com

CORE SKILLS

- Lead Generation & Prospect Research
- Prospect List Building
- Contact Information & Email Sourcing
- CRM & Spreadsheet Management
- Sales Support & Client Communication
- Bookkeeping & Financial Operations
- Accounts Payable & Receivable
- Payroll Processing
- Bank Reconciliation
- Expense Tracking & Budget monitoring
- Financial Documentation & Reporting
- Administrative & operations Support
- Document & Record Management
- Data entry & Database Management

PROFILE SUMMARY

Results-oriented Lead Generation Specialist and Virtual Assistant with over years of professional experience in financial administration, client communication, and business operations support. Skilled in prospect research, data tracking, lead list organization, and CRM management to help businesses build strong client pipelines and improve sales outreach efficiency. Brings a unique advantage through a strong background in bookkeeping and financial documentation, enabling accurate lead data management, organized reporting, and reliable tracking of business opportunities. Highly organized, detail-driven and committed to helping businesses generate qualified leads, maintain organized prospect databases and support revenue growth.

TECHNICAL SKILLS

- Quickbooks Online (QBO)
- Microsoft Office Suite (Excel, Word, Outlook)
- Google Workspace (Docs, Sheets, Calendar)
- Canva
- Trello
- Systeme.IO
- Go High Level
- Zoho
- Zapier
- Buffer
- Mailchimp

PROFESSIONAL EXPERIENCE

CORPORATE SECRETARY/ FINANCE HEAD

Microsdcs Lending Corp.

2012 - 2026

- Managed business documentation and client communication supporting company operations.
- Maintained organized financial records and reports using structured data tracking systems.
- Coordinated executive schedules and internal operational workflows.
- Handled accounts payable/receivable, payroll processing and bank reconciliation.
- Communicated with clients and stakeholders via phone, email, and in-person meetings.
- Supported internal teams by tracking project deadlines and ensuring the timely completion of financial reports and documentation.

BRANCH CASHIER

Frewill Finance Corp.

2009 - 2012

- Processed financial transactions and maintained accurate daily reconciliation reports.
- Assisted customers by addressing inquiries and resolving transaction concerns.
- Supported branch operations through consistent financial data management.

TRAINING & CERTIFICATIONS

- Intermediate Training Course Program (Virtual Assistant)
- Quickbooks Bookkeeper Masterclass
- Quickbooks Bookkeeper Preparedness
- General Virtual Assistant Training