



# EDNA C SARINO

VIRTUAL ASSISTANT &  
FUNNEL EXPERT

## EDUCATION

UNIVERSITY OF CALOOCAN CITY  
*Bachelor of Arts in Political Science*

SKD ACADEMY  
*Certificate in Culinary Arts*

## PROFILE

Dynamic Virtual Assistant and Sales Development Specialist with 10+ years of experience across customer service, sales operations, and online marketing. Skilled in lead generation, payment processing, data accuracy, and funnel systems. Adept at streamlining workflows, improving client engagement, and delivering measurable growth results. Highly organized, analytical, and dedicated to providing top-tier virtual support in fast-paced environments.

## CONTACT ME

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📍 425 M. Blas St. Brgy.  
Hulong Duhat Malabon  
City

## SKILLS

- *Lead Generation & CRM Management*
- *Sales Development & Cold Outreach*
- *Payment Processing & KYC Verification*
- *Funnel Building (System.io, ClickFunnels)*
- *Game Analysis & Data Reporting*
- *Customer Service & Client Retention*
- *Online Marketing & Canva Design*
- *Data Entry & Administrative Support*

# WORK EXPERIENCE

## AERITH MEDIA

### KYC / PAYMENT EXECUTION AND GAME ANALYST

*April 2024 - December 2025*

- Verify customer and player information via KYC using Acuitytec for security compliance.
- Handle payment processing and execution to ensure timely and accurate transactions.
- Conduct game performance analysis and identify user behavior trends for operational insights.
- Generate detailed reports with a focus on data integrity and actionable business insights.
- Investigate and detect fraudulent activities, maintaining high standards of account security.

## REED ELSEVIER PHILIPPINES

### SALES DEVELOPMENT REPRESENTATIVE

*April 2023 - June 27, 2024*

- Shared brand and product knowledge to drive consistent sales growth.
- Negotiated contract renewals, boosting client retention and revenue.
- Exceeded monthly sales targets by optimizing customer lifetime value.
- Scheduled appointments and followed up with leads to improve closing rates.

## SCALABLE OS/SURFACE ART INC.

### VIRTUAL ASSISTANT/ORDER MANAGEMENT/EMAIL AND DATA ENTRY

*January 2022- August 2022*

- I responded to emails about orders and product stock inquiries.
- Processed and fulfilled customer orders.
- Sent order confirmations via email.
- Performed data entry, encoding product and customer information.
- Managed inventory.
- Provided customers with accurate quotations.

## VENNLY

### VIRTUAL ASSISTANT/SALES DEVELOPMENT REPRESENTATIVE/MARKETING (PART-TIME)

*January 2021 - July 2021*

- Generated new sales leads and qualified prospects.
- Sent email invitations to potential clients and companies.
- Scheduled appointments with clients.
- Created digital advertisements for social media posts.

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## DUCKYLUCK CASINO

### CASINO OUTBOUND SALES REPRESENTATIVE

*July 2022 - June 2023*

- Achieved high sales conversion rates through a consultative, value-focused customer service approach.
- Assisted customers with processing deposits to begin online play.
- Ensured positive customer experiences by addressing and resolving concerns effectively.

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## ONSITE STORAGE SOLUTION

### VIRTUAL ASSISTANT (E-COMMERCE)

*May 2020 - April 2021*

- Managed administrative tasks and performed general office duties.
- Sold shipping containers to customers.
- Responded to emails, chats, and calls.
- Processed sales orders using the ZOHO Project.
- Coordinated with drivers for delivery information.
- Updated tasks and information in ZOHO.
- Updated pricing on eBay listings.
- Posted advertisements on Craigslist.
- Contacted depots for availability of units.

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## MULL REAL ESTATE SOLUTIONS

### VIRTUAL EXECUTIVE ASSISTANT

*August 2019 - December 2019*

- Handled administrative tasks and managed office duties.
- Conducted skip tracing to gather contact information for potential sellers/buyers.
- Responded to emails and calls from sellers and buyers.
- Sent text blasts using the Grasshopper app to prospective sellers/buyers.
- Scheduled appointments and phone calls.
- Organized calendar and appointments.
- Created digital ads for social media platforms.
- Produced video presentations.
- Conducted market research to gather insights.

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## MADISHOPPE

### SHOPIFY ECOMMERCE VA/DROPSHIPPING

*September 2019 - December 2019*

- Managed administrative tasks and office duties.
- Listed products, added new items, and updated existing listings.
- Conducted product and market research.
- Responded to emails and engaged in chats with potential buyers.
- Processed orders and shipments.
- Performed data entry and wrote product descriptions.
- Created digital ads and edited product images.
- Produced video presentations.



## VXI HOLDINGS

### CUSTOMER SERVICE ASSOCIATES

*October 2013 - October 2015*

- Consistently achieved high sales performance through a consultative, value-focused customer service approach.
- Cross-trained and provided backup support for fellow customer service representatives as needed.
- Addressed customer product/service complaints and concerns.
- Ensured positive customer experiences by effectively resolving all issues.



## TELEPORT BUSINESS TECH

### OUTBOUND SALES REPRESENTATIVE

*August 2016 - November 2018*

- Achieved high sales performance through a consultative, value-focused customer service approach.
- Assisted customers with processing deposits to begin online play.
- Ensured positive customer experiences by effectively resolving concerns.



## CONVERGYS

### CUSTOMER SERVICE REPRESENTATIVE

*July 2012 - Sept. 2013*

- Addressed customer product/service complaints and concerns.
- Ensured positive customer experiences by effectively resolving all issues.
- Maintained a customer-centric approach, delivering valuable service.