



## LARAJROY ILAG

Results-driven marketing professional with a proven track record in developing and executing successful lead generation strategies to drive business growth.

## INFORMATION

Birthdate: November 16, 1999

Age: 24 years old

Religion: Jehovah's Witness

Marital Status: Married

## EDUCATION

### ASSOCIATE DEGREE

AMA Computer College

General Academics

- S.Y 2017 - 2019
- Graduate with High Honors

### BACHELOR OF SCIENCE IN INFORMATION TECHNOLOGY

Bulacan State University

- S.Y 2019 - 2022
- Dean's Lister

## CERTIFICATIONS

- Salesforce Essential Training
- Market Research: B2B
- B2B Marketing on LinkedIn
- Learning LinkedIn Sales Navigator
- Learning HubSpot
- HubSpot CRM
- Social Media Management

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3000 Philippines

🌐 <https://www.linkedin.com/in/larajoy-ilag-38b626213/>

## WORK EXPERIENCE

### MARKET RESEARCHER

Fiverings Marketing

August 2022 - March 2024

FiveRings is a full-service agency. Partner with B2B companies to drive revenue growth through our customized Go-To Market Services.

- In charge in the onboarding of the clients.
- Research about company, analyzing the problem, pain points, services or products offered and its benefits.
- Create and generate leads by knowing the target market and competitors.
- Build the market strategy, campaigns and help achieve specific goals.

### DATA ENTRY SPECIALIST & LEAD GENERATION

Affinity Express Philippines Inc.

October 2021 - May 2023

AffinityX is a global provider of industry-leading digital marketing, advertising, creative, and print solutions, working to generate exceptional, measurable results for every client.

- Doing data enrichment process by searching details and information of prospect lead.
- Scraping and encoding all the data into different databases.
- Manage, maintain and update records, keeping the files organize.

### CUSTOMER SERVICE REPRESENTATIVE (CSR)

Alorica Philippines

October 2019 - October 2020

Alorica is an innovative customer experience management and Business Process Outsourcing (BPO) services solution.

- Managing incoming calls, answering customer inquires, providing information about the service and products.
- Interact directly with customers to address their concerns and provide satisfying solution.
- Handle financial account that based in United States.

## SOFT SKILLS

- Attention to Details
- Communication skills
- Positive attitude
- Adaptability
- Flexibility
- Multitasking
- Work ethic
- Motivation
- Trainable

## HARD SKILLS

- Microsoft 365
- Project Management
- Social Media Marketing
- Lead and Data Research
- CRM Platforms
- Content creation
- Lead Generation
- Market Research
- Google Suite

## CHARACTER REFERENCE

### Mr. Sameer Alam

Team Manager | Fiverings Marketing  
Phone Number: 647-975-9196  
Email Address: sameer@fiveringsmarketing.com

### Mr. Gerrick Dimanlig

Team Manager | Affinity Express Philippines  
Phone Number: +63 939 937 8109 / +63 915-961-1269  
Email Address: gdimanlig@affinityx.com

### Mr. Shaheem Alam

Chief Executive Officer | Fiverings Marketing  
Phone Number: 778-653-5650  
Email Address: shaheem@fiveringsmarketing.com

### Mr. Justice Anne Contreras

L&D / Colleague | Affinity Express Philippines  
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*All information in this resume is true and correct to the best of my knowledge and belief.*

  
Larajoy Tengco Ilag