# JEMINA CHING L. PERALTA

**Lead Generation Specialist**

**Address:** Balaoan, La Union, Philippines
**Portfolio:** https://myprofile.ph/jeminaching

## SUMMARY

• Results-oriented professional with a proven track record of delivering high-quality leads and optimizing conversion funnels across B2B and B2C markets. Adept at leveraging multi-channel strategies (email, outreach, LinkedIn prospecting, PPC) to build robust pipelines and accelerate revenue growth.

## EXPERIENCE

**Lead Generation Specialist** (June 2025 - December 2025)
*Melhorar Digital Studio*

- Generated an average of 25-30 qualified leads per month for a startup business with approximately 40% of submitted leads converting into booked appointments for the sales team.
- Researched and identified ideal client profiles (ICPs) across industries such as professional services, e-commerce, and local businesses.
- Utilized SalesQL, Wiza.co, and LinkedIn Sales Navigator to source accurate contact data (CEO/Founder, emails, company info) from platforms like Google, Yelp, and industry-specific sites.
- Designed and managed email marketing campaigns using Mailchimp.

**Lead Generation Expert / Google Ads Specialist** (March 2024 - February 2025)
*Maximize Ads Solutions*

- Generated 260 leads in less than 7 days for a starting home remodeling business US client.
- Executed multi-channel lead generation strategies (email outreach, LinkedIn prospecting, and paid campaigns), resulting an 97.74% conversion rate.
- Utilized tools like HubSpot, LinkedIn Sales Navigator, Apollo.io, and MailChimp to build targeted prospect lists and optimize outreach.
- Assisted with the management of Google Ads campaigns, including setting up ads and optimizing keywords to enhance performance.
- Created performance reports using Google Analytics to track traffic, conversions, and ROI.
- Conducted competitor analysis to identify opportunities for improvement in the company's PPC strategy.

## CERTIFICATION

- Google Ads Certification | Google — May 2024
- Lead Generation Certification | ProVA — May 2025

## TOP SKILLS

- Prospecting and Research
- Email Marketing
- Web Scraping
- B2B Lead Generation
- CRM Software
- Social Media Marketing (LinkedIn, Facebook, Instagram)

## EDUCATION

- Bachelor in Medical Laboratory Science, LORMA Colleges — San Fernando, La Union