Mark Alvin Abela

Lead Generation, Business Development & CRM Automation Specialist

Puerto Princesa City, Palawan, Philippines

PROFESSIONAL SUMMARY

Lead generation and CRM automation specialist with experience in B2B outreach and real estate automation. Combines SMS automation, AI voice automation, CRM workflows, and personalized outreach across GoHighLevel, Twilio, Retell AI, LinkedIn, Instagram, and Facebook to drive qualified conversations and booked sales calls. Booked 20–30 sales calls per month with B2B decision-makers and generated 8 closed deals for a client through structured LinkedIn follow-ups.

SKILLS

- **Automation & AI:** CRM Automation, SMS Automation, Workflow Automation, AI Voice Automation, Workflow Testing & Troubleshooting
- **Lead Generation & Sales:** Lead Generation, Lead Qualification, Appointment Setting, Prospect Research, Personalized Outreach, DM Outreach, Social Media Outreach, Cold Messaging, Cold Email, Follow-ups, Customer Engagement
- **CRM & Data:** CRM Management, Pipeline Management, Data Management
- **Platforms & Tools:** GoHighLevel (GHL), Twilio, Retell AI, Supabase, LinkedIn Sales Navigator, Apollo.io, Instantly, Google Sheets, Microsoft Excel, Notion, Slack, Google Meet, Microsoft Teams, Discord, Loom, Canva

PROFESSIONAL EXPERIENCE

Real Estate Automation Specialist / CRM Automation Specialist

Oliva Media Group LLC | May 2025 – Present

- Build and manage real estate SMS automation workflows in GoHighLevel (GHL) for customer communication and follow-ups
- Configure Twilio integrations for automated SMS messaging, triggers, and workflow actions
- Support automated AI voice calling and customer interactions with Retell AI
- Manage data and integrate it with automation workflows using Supabase

LinkedIn DM Specialist

Ads By Joseph | Feb 2025 – Feb 2026

- Managed 100–150 daily conversations through personalized LinkedIn DMs, driving consistent lead qualification and pipeline growth
- Sent 150+ connection requests weekly with a 40% acceptance rate
- Booked 8–10 sales calls per month through structured follow-ups, resulting in 8 closed deals for the client
- Converted cold connections into qualified prospects

Lead Generation / Business Development Specialist

Rapid Manufacturing | Jan 2024 – Jan 2025

- Generated 400+ qualified leads per month
- Achieved a 60%+ open rate and 40% reply rate in cold email campaigns
- Booked 20–30 sales calls monthly with B2B decision-makers
- Maintained accurate CRM and lead databases

EDUCATION

Bachelor of Science in Entrepreneurship

Palawan State University | 2016 – 2020