CONTACT

Orani, Bataan
Filipino

EDUCATION

COLLEGE

Bachelor of Science in Business Administration, Major in Management
SY: 2011–2016

CORE SKILLS

- B2B Lead Generation
- Appointment Setting
- Cold Calling & Outreach
- Prospect Research & List Building
- CRM Management & Data Hygiene
- Lead Qualification
- Executive/Sales Support
- Customer Service
- Content Creation
- Social Media Marketing

TOOLS

- GoHighLevel (GHL)
- Apollo.io
- Lineage CRM
- Google Sheets
- Google Maps / Yelp
- LinkedIn Sales Navigator
- QuickBooks

LANGUAGES

- English
- Tagalog

MAY JOAN GABON

B2B Lead Generation & Appointment Setting Specialist

Results-driven lead generation and appointment setting specialist with proven experience prospecting, qualifying, and booking sales calls for web design and digital marketing agencies. Skilled in building targeted prospect lists from Google Maps and Yelp, identifying businesses without websites, and running personalized (non-generic) outreach across email, cold calls, and LinkedIn. Experienced supporting a CEO with lead qualification, decision-maker communication, and consistent CRM-based follow-up. Comfortable with GHL, Apollo, Lineage CRM, and LinkedIn Sales Navigator, and committed to keeping records organized and pipelines moving.

WORK EXPERIENCE

COMPANY: Private Client (CEO — Lead Generation & Web Sales for Insurance Agents)

Job Location: Remote
Position: Executive Assistant
Duration: February 16, 2024 – June 30, 2026 (Night Shift)

- *Served as Executive Assistant to a CEO whose business sold qualified leads and websites to insurance agents.*
- *Qualified inbound and outbound leads before handoff, ensuring only sales-ready prospects reached the CEO or agents.*
- *Communicated directly with decision-makers to present offers and move opportunities toward a close.*
- *Managed consistent follow-up sequences and kept pipeline and contact records organized and up to date.*
- *Generated additional sales leads through targeted outreach in Facebook business groups, using sample website mockups to demonstrate the offer and drive conversions.*
- *Handled bookkeeping and invoicing in QuickBooks as part of day-to-day back-office support for the CEO.*
- *Managed regular follow-ups with clients to maintain relationships and keep deals and requests moving forward.*
- *Handled CRM management and other back-office/administrative tasks to keep operations organized.*

COMPANY: Atlas Capture

Job Location: Remote Set-up
Position: Cold Caller / Appointment Setter / Lead Generation
Duration: November 2025 – March 2026 (Morning Shift)

- *Performed outbound cold calling, appointment setting, and lead generation by identifying prospects, qualifying potential clients, and scheduling meetings to support business growth.*

COMPANY: Activo Marketing

Job Location: Remote Set-up
Position: B2B Lead Generation Specialist / Social Media & LinkedIn Outreach
Duration: January 2025 – October 2025

- *Sourced and scraped business listings from Google Maps and Yelp to build targeted prospect lists for a web design and digital marketing agency.*
- *Checked each prospect for an existing website and prioritized outreach to businesses without one — the exact prospecting workflow used for appointment setting in web design sales.*
- *Sent personalized outreach emails (not generic templates) to qualified prospects to generate interest and booked appointments.*
- *Managed social media campaigns and LinkedIn outreach using LinkedIn Sales Navigator — creating content, engaging prospects, generating leads,*

and supporting brand visibility and client acquisition.

COMPANY: Primerica
Job Location: Remote Set-up
Position: Cold Caller / Appointment Setter
Duration: January 2022 – January 2023

- *Conducted outbound calls to introduce financial products and services, qualify potential clients, and schedule appointments for licensed representatives.*