



EARL T. CERRUDO



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PROFESSIONAL SUMMARY

Dynamic and results-driven **Business Development & Client Relations Manager** with over 6 years of experience in driving business growth, enhancing customer relationships, and managing high-performing teams. Proven expertise in B2C and B2B customer service, including sales, tech support, and customer care for clients across the US, UK, and Australia. Adept at market research, data analysis, and devising strategic marketing initiatives that increase sales, boost brand awareness, and optimize customer engagement. A seasoned communicator with a focus on problem-solving, relationship-building, and delivering outstanding results.

CORE COMPETENCIES

- Client Relations Management | B2B & B2C Sales | Marketing Strategy
- Business Development | Team Leadership | Account Management
- Lead Generation | Customer Service Excellence | Critical Thinking
- Time Management | Appointment Setting | Conflict Resolution
- Copywriting | Data Entry & Web Research | CRM Proficiency

PROFESSIONAL EXPERIENCE

Lead Generation Specialist

M2M Connect, Upwork / January 2025 – Present

- Identify, research, and target potential clients using a variety of tools and techniques.
- Generate quality leads and manage the lead generation process.
- Update and maintain CRM database with accurate customer and pipeline information.

- Create and implement outbound sales and business development strategy, sales processes, structure, and best practices.
- Collaborate with sales team to ensure the company's goals and targets are met.
- Track and report on lead generation and sales conversion metrics.

Marketing Manager

Cetorn Solutions, Las Piñas / September 2022 – September 2024

- Spearheaded marketing strategies that elevated brand awareness, sales, and customer engagement, collaborating cross-functionally with sales, software development, and advertising teams.
- Conducted in-depth market research and data analysis, fine-tuning marketing initiatives based on consumer preferences and sales behavior.
- Managed marketing budgets, vendor negotiations, and marketing team operations, ensuring alignment with company objectives.

Client Relations Manager

CallEars Internet Marketing Solutions, Los Baños | March 2020 – April 2022

- Led client engagement, ensuring satisfaction and resolving business challenges through strategic communication and collaboration with account managers.
- Conducted competitor analysis to stay ahead of industry trends, assisting in customer retention and new client recruitment.
- Delivered tailored solutions, built long-term client relationships, and contributed to achieving organizational targets.

Senior Agent

iQor Philippines, Santa Rosa | November 2018 – November 2019

- Supported customer service reps by resolving complex issues and ensuring smooth daily operations.
- Assisted team leaders in achieving performance goals and provided feedback to enhance employee knowledge and productivity.
- Fostered positive client relationships by offering solutions that highlighted company benefits and strengthened communication channels.

Business Development Manager

Staffcallture Inc., Cabuyao | August 2016 – February 2018

- Drove business expansion by establishing and nurturing relationships with new and existing clients, ensuring a robust sales pipeline.
- Led sales presentations, successfully closed agreements, and forecasted revenue projections.
- Collaborated with marketing teams to align strategies and tracked performance metrics to achieve business growth objectives.

Laboratory Technician I

National Institute of Molecular Biology and Biotechnology, Los Baños | *February 2013 – July 2014*

- Conducted scientific analysis and tests to ensure accurate data and results for ongoing research projects.
- Collaborated with the research team to monitor, analyze, and report on the progress of experiments and trials.

Trusted Advisor

Teleperformance, Parañaque | *January 2012 – January 2013*

- Managed a high volume of inbound and outbound calls, addressing customer complaints and resolving issues with efficiency and professionalism.
- Created sales contracts and ensured timely and accurate processing of customer requests.

Assistant Business Development Manager

Globe Telecom Inc., Calamba / *January 2010 – January 2011*

- Cultivated strong relationships with new clients, developed business strategies, and maintained client databases.
- Assisted in drafting business plans, sales presentations, and marketing strategies to drive company growth.

Customer Service Representative

kgb Philippines Inc., Santa Rosa | *August 2008 – July 2009*

- Provided prompt and accurate responses to customer queries via SMS regarding travel schedules, fares, and other services.

EDUCATION

Colegio de San Juan de Letran, Calamba City, Laguna

BS Commerce Major in Marketing (Undergraduate) | June 1994 – March 1995

Liceo de Los Baños, Los Baños, Laguna

Secondary Graduate | June 1986 – March 1990

ADDITIONAL SKILLS & CERTIFICATIONS

- **Languages:** Fluent in English, Tagalog
- **Certifications:** EF SET, Genius Report – Steel, SmallTalk2Me

SKILLS:

- ★★★★★ Communication
 - ★★★★★ Fast Learner
 - ★★★★★ Data Entry
 - ★★★★★ Ability to Multitask
 - ★★★★★ Customer Service
 - ★★★★★ Lead Generation
 - ★★★★★ Copywriting
 - ★★★★★ Proofreading
 - ★★★★★ Team Leadership
 - ★★★★★ List Building
 - ★★★★★ Web Research
 - ★★★★★ B2B and B2C Sales
 - ★★★★★ Effective Time Management
 - ★★★★★ Marketing and Sales
 - ★★★★★ Ability to Work Under Pressure
 - ★★★★★ Client Relations Management
 - ★★★★★ Critical thinking and problem solving
 - ★★★★★ Web Search Evaluation / Online Research
 - ★★★★★ Account Management
 - ★★★★★ Data Mining
 - ★★★★★ Data Scraping
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REFERENCES

Available upon request.