

RONALD L. MASLIAN JR.

VIRTUAL ASSISTANT | CUSTOMER SERVICE | LEAD GENERATION | CRM SUPPORT

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PROFESSIONAL PROFILE

Remote customer-service, sales-outreach, and telephone-interviewing professional with approximately two years of BPO experience and current remote work experience. Skilled in high-volume communication, objection handling, accurate data entry, lead follow-up, and customer problem-solving. Complements professional experience with hands-on virtual assistant projects involving CRM pipelines, booking funnels, client tracking, Google Workspace, and practical AI-assisted automation.

CORE SUPPORT AREAS

Customer operations: Email and customer support, data entry, research, documentation, and follow-up

Lead support: Outbound outreach, qualification, appointment setting, pipeline updates, and next-action tracking

CRM and automation: Contact management, tagging, calendars, workflows, and human-reviewed AI assistance

Content and onboarding: Canva support, booking funnels, client trackers, and organized handoff materials

PROFESSIONAL EXPERIENCE

Telephone Interviewer / Remote Communications Specialist | DYNATA GLOBAL

Remote | January 2026 - Present

- Conduct high-volume outbound survey calls while following approved scripts, project requirements, quality standards, and data-handling procedures.
- Use active listening, persuasion, and respectful objection handling to keep respondents engaged through public-opinion surveys.
- Record responses accurately in CATI systems and maintain productivity while working independently in a remote environment.

Sales Representative | TRANSPARENT BPO

Taguig City / Remote | April 2023 - October 2023

- Conducted outbound customer outreach, built rapport quickly, presented service value, and responded professionally to objections.
- Identified customer needs, qualified opportunities, and documented call outcomes, preferences, and follow-up requirements.
- Worked independently in a remote sales environment while maintaining organized customer interactions and daily productivity.

Customer Service Representative | SITEL

Baguio City | March 2022 - April 2023

- Handled customer inquiries and account concerns through clear communication, active listening, empathy, and structured problem-solving.
- Navigated multiple tools while speaking with customers, updated account information, and maintained accurate interaction records.
- Explained resolutions clearly and remained professional during difficult customer conversations.

SELECTED VIRTUAL ASSISTANT PROJECTS

Email Priority Assistant | Zapier and AI Workflow

Self-initiated portfolio project | 2026

- Built a sample-first workflow that classifies incoming messages, explains urgency, and recommends a next action.
- Added structured output fields and a human-review checkpoint before any reply or operational action.

Nailkita Customer Support AI | Knowledge and Handoff System

Portfolio project for a local nail salon | 2026

- Organized confirmed service, price, hours, location, and booking information into a consistent support assistant.
- Created guardrails that flag booking requests and require owner confirmation for live availability.

Nail Salon Booking and Client Follow-Up Funnel

GoHighLevel practice project | 2026

- Designed a mobile-first path from social promotion to offer page, booking request, confirmation, and follow-up.
- Prepared contact fields, tags, and New Lead, Contacted, and Booked pipeline stages for organized lead management.

Universal Client Operations System | CRM and Automation

Self-initiated practice project | 2026

- Built and tested a reusable lead-to-client workflow using Google Forms, Google Sheets, Apps Script, Notion, GoHighLevel, and ChatGPT.
- Created lead capture, lead ID assignment, CRM records, internal alerts, appointment confirmations, reminders, and pipeline updates.

VA Agency Application Roadmap and Tracker

Career operations project | 2026

- Created a searchable application dashboard and tracker covering VA agencies and hiring platforms serving Filipino applicants.
- Added role-fit scoring, application stages, follow-up dates, weekly targets, and an eight-week application plan.

TOOLS AND PRACTICAL SKILLS

Google Workspace: Docs, Sheets, Gmail, Drive, Forms, Calendar, and Google Meet

CRM and workflows: GoHighLevel, HubSpot, pipeline management, contact tagging, calendars, and basic automation

Productivity: Trello, Asana, Notion, Slack, Zoom, Microsoft Office, and ChatGPT

Operational support: Canva, spreadsheet organization, SOP documentation, lead tracking, and online research

EDUCATION AND CERTIFICATION

Bachelor of Science in Marine Engineering

Northern Philippines College for Maritime Science and Technology

Certified Project Management Virtual Assistant

NOVO VA Certification