



France Hayana

Virtual Assistant | Lead Generation Specialist | Data Entry

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[Portfolio](#)

About Me

Results-driven Virtual Assistant with 9+ years of experience in lead generation, data entry, and CRM management. Expert in utilizing a variety of tools like LinkedIn Sales Navigator, Apollo, Pipedrive, Seamless.ai, and MailChimp to drive qualified leads and optimize CRM workflows. Proficient in email marketing, social media management, and basic graphic design (Canva). Consistently delivering measurable results and streamlining client processes. Looking to bring my expertise in lead generation, data mining, and CRM systems to help your company scale.

Education

Cap College Foundation — 2012–2015

Associate's Degree, Information Technology

TESDA — 2007

Certificate, Microsoft Office & Access Database

CERTIFICATIONS

University of the Philippines Open

University — Principle of Graphic Design (2025)

Skills

- Lead Generation, Skip Tracing & Data Entry
- CRM Management (Pipedrive, SugarCRM, EspoCRM, Go HighLevel)
- Cold Email Outreach & Email Marketing
- Prospecting Tools: Apollo, LinkedIn Sales Navigator, Seamless.ai, Crunchbase, RocketReach, ZoomInfo, PropStream, PropWire.
- Social Media Management (Facebook, Instagram, Twitter)
- SEO & Backlinks Mining (Ahrefs)
- CRM Data Migration & Integration
- Basic Graphic Design (Canva)
- Microsoft Office Suite (Excel, Word, PowerPoint)

Work Experience

Lead Generation

Orisun LLC - Nov. 2024 - July 2025

- Data Migration of Mortgage Loan Agent to Go HighLevel

Lead Generation

CDM Roofing - June - August 2024

- Prospect companies using Google Maps and input the data into a Google Sheet with a ready-to-use Apps Script.

Lead Generation Specialist

On The Outside Reps — 2023–2024

- Collected potential POCs based on specified criteria using Seamless.ai
- Imported verified contacts directly into Pipedrive CRM

Lead Generation & SEO Backlinks Mining

ITM Media Group — 2022–2023

- Conducted contact gathering for various industries
- Performed SEO backlinks profile mining using Ahrefs

Lead Generation & Data Entry Specialist

Lead Chase — 2021–2022

- Conducted targeted prospecting using LinkedIn Sales Navigator and Crunchbase.
- Ensured accurate data entry, maintaining data accuracy in the CRM.

Social Media Manager

Maxi Media — 2018–2021

- Designed promotional flyers to attract customers for casino promotions.
- Managed social media platforms (Facebook, Instagram, Twitter) increasing engagement.

Virtual Assistant (Lead Generation Team Captain)

Oflander Dockhiemer — 2015–2018

- Acquired high-quality leads via Craigslist and integrated them into EspoCRM
- Conducted data entry for artists, galleries, and businesses
- Managed email marketing campaigns via MailChimp
- Performed link scraping and domain verification using GoDaddy

Lead Generation Specialist

CallBox — January - May 2015

- Verified and entered decision-maker email addresses into the pipeline system.