

ROCHELLE D. NAVARRO

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Executive Virtual Assistant | AI Video Ads & Content Creator | Graphic Designer | Real estate BD | Cold Calling | Lead Generation

PROFESSIONAL SUMMARY

I help business owners stay organized, create engaging content, and maintain a strong online presence. For over six years, I've supported U.S. and international clients through executive assistance, lead generation, business development, and content creation. My experience spans real estate, wellness, travel, and service-based industries. I specialize in AI video ads, graphic design, social media management, lead generation, and administrative support.

HIGHLIGHTED ACHIEVEMENTS

- Completed 150-300 outbound calls daily with up to a 70% verified contact rate.
- Created AI-powered video ads and branded content for multiple businesses.
- Generated qualified leads through consistent outreach and prospecting.
- Quickly adapted to Crexi and delivered actionable property research.
- Improved spreadsheet tracking systems for better organization.

CORE COMPETENCIES

- AI Video Ads & Content Creation | HeyGen, Veo, Flow, CapCut, AI Avatar Videos
- Graphic Design & Social Media Management | Canva, Meta Business Suite, Reels, Giveaways
- Executive Virtual Assistance | Scheduling, Reporting, Email Management, CRM
- Lead Generation & Business Development | Apollo.io, Cold Calling, Appointment Setting
- Real Estate Support | Crexi, AppFolio, Market Analysis, Owner Identification

PROFESSIONAL EXPERIENCE

Social Media Manager & AI Content Creator | Freelance | Jan 2025 - Jun 21, 2026

Created AI video ads, graphics, giveaways, promotional campaigns, and short-form videos for wellness and travel businesses. Managed Facebook pages, Messenger inquiries, and customer engagement.

Lead Generation & Data Enrichment Specialist | B.C Virtuals Inc. | 2025-2026

Built targeted prospect lists, performed research, verified ecommerce businesses, and maintained organized datasets for outreach campaigns.

Real Estate Business Development Representative | TSJ Investments Inc. | 2024-2025 Conducted B2B outreach, maintained CRM pipelines, supported market research, and created AI-powered real estate marketing videos.

Lead Verification & Cold Calling Specialist | Getmore Realty Inc. | 2022-2023 Completed 150 - 300 outbound calls daily, verified prospects, updated CRM records, and maintained follow-up pipelines.

Marketing Head | Air Summit Aircon Company | 2018-2022

Managed social media, graphics, video editing, customer support, reporting, and research.

TOOLS & PLATFORMS

Google Workspace, Microsoft Office, Canva, CapCut, HeyGen, Veo, Flow, Apollo.io, Crexi, AppFolio, HubSpot, Trello, Calendly, Zoom, LinkedIn

EDUCATION

Bachelor of Science in Tourism Management Montessori Professional College | 2010-2014