

Steven Jay Yoder

Business Partner



(337) 546-3824



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Manila, Philippines 4109

ABOUT ME

I am an accomplished professional with a strong track record in project management, leadership, and marketing. My extensive experience equips me to excel in orchestrating successful projects, optimizing teams, and spearheading strategic marketing initiatives.

SKILL

AI & Software Automation
Data Research
Lead Generation
Project Management
Creatives
Marketing

CERTIFICATIONS

Digital Marketing Strategist
Customer Acquisition Specialist
Social Media Marketing Specialist
Email Marketing Specialist
Content Marketing Specialist
Make Automation Foundation and Basic

PORTFOLIO

stevenjayyoder.framer.website

EXPERIENCES

AI & AUTOMATION STRATEGIST Quo Business Solutions

[Part-Time] Sep 2023 - April 2024

- Automated workflows and business using Zapier, Pabbly, and Make.
- Configured backend processes and resolved Wordpress technical issues.
- Conducted optimizations of internal workflows in Hubpost and Fusebase.
- Integrated client-specific apps.
- Managed domains and website updates on SiteGround.

INTEGRATION AND AUTOMATION SPECIALIST Eleonor Royal Fashion Magazine

[Contract] Feb 2024 - April 2024

- Integrated forms and questionnaires in ShowIt web builder.
- Setup the plans, membership, and page configuration in Memberspace app.
- Integrated Memberspace, Flodesk, and Stripe account to ShowIt.
- Created forms for their questionnaire that also captures leads.
- Automated Interact form entries, spreadsheet, Gmail, ShowIt results page and Flodesk using Zapier.

WEBSITE DEVELOPER AND DESIGNER PincerLabs

[Contract] Jan 2024 - Feb 2024

- Designed website layout, UI/UX, and animations on Figma.
- Implemented and built the selected design on Framer.
- Configured the website on-page SEO and other website settings.
- Integrated opt-in forms and GoHighLevel calendar.
- Crafted visually appealing sales presentations.



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M&A DATA RESEARCH ANALYST

JungleCap

[Contract] Oct 2023 - April 2024

- Conducted research for potential local business to acquire on Bizscout.
- Collected data points such as owner information, and company details.
- Identified opportunities based on qualifications such as yearly revenue
- Generated lists of business for sale marketplaces.
- Cleansed the data and maintained accuracy using Hubspot.

M&A DATA RESEARCH ANALYST

Resolve Growth Partners

[Consultant] Dec 2022 - Present

- Sourcing and qualifying companies good to invest using Sourcescrub.
- Filtered B2B SaaS companies.
- Evaluating data points such as employee headcount, headquarters, year established, and total revenue.
- Collecting important information such as CEO's and other stakeholders.
- Maintaining database of qualified firms for additional evaluation.

TRANSACTION COORDINATOR & ISA

C.Garrett Group LLC

[Full Time] Sep 2022 - Sep 2023

- Coordinated and scheduled property showings and inspections using Sierra.
- Prepared and distributed transaction-related documents, such as contracts and agreements using DotLoop.
- Handled outbound sales calls to leads and prospects using Realgeeks
- Assisted in qualifying leads and assessed their needs.
- Built and maintained a profitable sales pipeline.

SOCIAL MEDIA MANAGER

US Ghost Adventures

[Part Time] Sep 2022 - Dec 2022

- Curated content and managed scheduling and calendar on SocialPilot
- Executed cross-platform promotion and audience engagement
- Implemented hashtag and creatives strategy development using GravTag.
- Monitored analytics and performance trackers
- Monitored and analyzed trends through social listening



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MARKETING ASSISTANT COM Marketing

[Part Time] Sep 2022 - March 2023

- Handled social media marketing and management using Later.
- Administered Podcast guest outreach, scheduling, and management on Monday.
- Managed YouTube channels and marketing.
- Managed Email creation, schedules, and segmentations on ActiveCampaign.

BRAND STRATEGIST & GRAPHIC DESIGNER

[Referred by HHM CEO] **YouTube VIP Lead Machine**

[Contract] Feb 2022 - Aug 2022

- Conducted brand research and analysis.
- Developed brand identity guidelines.
- Created visual concepts and layouts on Photoshop and Canva.
- Incorporated typography and color schemes.
- Ensured the seamless integration of marketing creatives

CREATIVE PROJECT MANAGER

[Referred by QJ CEO] **Hindsight Hacking Media**

[Full Time] Mar 2021 - Jul 2022

- Coordinated creative project timelines and schedules on.
- Collaborated with creative teams and stakeholders using Trello and Slack.
- Monitored project progress and milestones from team members.
- Handled project documentation and files and ensured objectives are met.
- Conducted quality assurance checks on creative assets.

PROJECT MANAGER & MARKETING ASSISTANT

More Prospects Now

[Contract] Jan 2021 - May 2021

- Supervised and guided the cold calling team.
- Monitored and evaluated team performance.
- Trained and coached every team members to perform.
- Assigned leads and shifts to team members using GoHighLevel.
- Ensured compliance with cold calling regulations and policies.



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MARKETING ASSISTANT

[Referred by LT CMO] **QuickJump**
[Contract] Feb - Nov 2019

- Conducted email outreach to Instagram and YouTube influencer.
- Curated email copy for cold email outreach using ActiveCampaign.
- Scheduled appointments for potential collaboration on Calendly.
- Handled content creation, schedules, and calendar management on Publer.
- Managed administrative tasks and other ad hoc duties.

MARKETING ASSISTANT

LiveTraders

[Contract] Jan - Aug 2019

- Conducted email outreach to Podcast and Instagram influencer.
- Curated email copy for cold email outreach on Brevo.
- Scheduled appointment for potential collaboration on TidyCal.
- Handled social media account and SMS outreach initiatives.
- Managed administrative tasks and other ad hoc duties.

CAMPAIGN MANAGER

One World Contact Center

[Contract] Aug - Dec 2019

- Coordinated marketing or sales campaigns executed by BPO partners
- Partner selection, monitoring, and evaluation.
- Ensured campaign compliance and performance reporting.
- Vicidial setup and campaign materials preparation.
- KPI adjustments and optimization, reporting, and data analysis.

TEAM MANAGER

TCI Marketing Services

[Corporate - Full Time] Apr 2018 - Jul 2019

- Have Lead a team of cold callers for B2B lead generation.
- Supervised and monitored day to day operations using Salesforce.
- Monitored and tracked KPIs and quality of phone calls made by agents.
- Mentored and coached agents to effectively handle phone calls.
- Implemented strategies and culture change to effectively build a performing culture.



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ONBOARDING COACH

[DirecTV USA] Convergys Intelligent Contact
[Corporate - Full Time] Oct 2011 - Aug 2014

- Handled billing and general inquiries for customer service department.
- Facilitated training for product and communication skills development.
- Technology setup, documentation, and compliance.
- Provided feedback and support for newly hired agents.
- Managed administrative tasks related to onboarding new agents.

CUSTOMER SERVICE & SALES REPRESENTATIVE

[AT&T USA] Hinduja Global Solutions
[Corporate - Full Time] 2009 - 2011

- Handled billing and general inquiries for customer service department.
- Converted calls into sales after resolving customer's issue.
- Upsold add-on products and services to enhance customer experience.
- Effectively handled and overcame customer objection's.
- Provided outstanding call handling and first call resolution.

SALES REPRESENTATIVE

[Sprint USA] NCO Group
[Corporate - Full Time] 2007 - 2009

- Handled billing, payment processing, and account information.
- Provided outstanding call handling and first call resolution.
- Converted calls into sales after resolving customer's issue.
- Sold smartphones and line to general consumers.
- Handled objections and effectively executed sales pitch.

EDUCATION

FAR EASTERN UNIVERSITY

BSBA Financial Management
2015 - 2019

TECHNOLOGICAL INSTITUTE OF THE PHIL

BS Accountancy
2008 - 2010

MARIKINA HIGH SCHOOL

Secondary Education
2002 - 2008

MOST HOLY SCHOOL

Primary Education
1996 - 2002