

Cheyserr Bayan-Alejado

ADMIN OPERATIONS · CRM · LEAD GENERATION

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🌐 Flexible working hours across US timezones

PROFILE

Reliable, detail-oriented virtual assistant providing specialized administrative support for healthcare and service-based businesses. I keep daily operations organized, from CRM upkeep and lead follow-up to client communication, so founders and clinic owners get their time back for the big picture. A nursing background and years leading teams mean I handle sensitive, client-facing work with care and document as I go.

EXPERIENCE

Virtual Assistance & Client Work

Admin Virtual Assistant

Mathnasium of Killarney

- Kept student records updated and booked appointments so the center ran smoothly day to day.
- Checked documents for accuracy and kept communication steady across the team.

Scheduling

Records

Data accuracy

Lead Generation Specialist

Showtech

- Built and researched lead lists, then ran live cold calls and email outreach to start conversations.
- Handled follow-ups so prospects didn't go cold and the sales side stayed fed.

Cold calling

Prospecting

Outreach

Social Media Manager

Edillon Multi-Specialty Clinics · Salon Suites of San Antonio · Spencer's Kitchen

- Ran the social accounts for three US businesses, one of them a medical clinic.
- Planned content, wrote captions, and handled community engagement, with messaging kept appropriate for a healthcare audience.

Content planning

Community engagement

Healthcare messaging

Training & Hiring Manager

Medical VA Company

- Hired and trained healthcare professionals for remote VA roles.
- Ran onboarding, skills training, and process guidance so new VAs could work on their own quickly.

Healthcare

Onboarding

Coaching

AREAS OF FOCUS

Operations & Admin

Vendor coordination, logistics, scheduling, reporting, business review presentations, task delegation, recruitment screening, records, and document checking.

Lead Gen & Outreach

Prospecting, lead research, live cold calls, email outreach, CRM updates, and business development support.

Client Communication

Patient and customer coordination, billing and general inquiries, and professional written and verbal communication.

Social Media Support

Content planning, caption writing, promotional posts, brand communication, and community engagement.

Training & Onboarding

Hiring and training remote medical VAs, process guidance, onboarding, and performance coaching.

TOOLS

GoHighLevel

BoldTrail

Salesforce

ActiveCampaign

Mailchimp

ClickUp

Google Workspace

Microsoft 365

Slack

Zoom

Loom

WordPress

Elementor

Wix

GoDaddy Builder

Kajabi

Thinkific

Canva

CapCut

Meta Ads

TikTok Ads

ChatGPT

Claude

Gemini

Training & Operations Leadership

Training Supervisor

Apr 2020 – Present

GoPro Ltd, Philippine Branch

- Lead training for the newest camera launches.
- Meet with vendors on logistics and training needs, coach trainers, and run quarterly career conversations.
- Revamped the training curriculum and handle applicant screening and task delegation.

Vendor coordination

Reporting

Coaching

Training Supervisor • Senior Trainer •

Jul 2014 – Jan 2020

Communications Coach

Concentrix, Taguig City

- Moved from the phones into training leadership across six years on large US accounts.
- Launched new programs and lines of business, owning the planning and reporting behind them.
- Ran new hire, up-training, and cross-training classes, wrote the materials, and delivered business review presentations.
- Wrote the quality framework for communication guidelines and coached agents through performance improvement.
- Resolved billing inquiries and disputes for business accounts, and supported agents as a subject matter expert on escalations.

Planning & reporting

Training design

Performance coaching

Billing & disputes

Earlier: Convergys, Qualfon, and Sutherland Global Services, 2011 to 2014. Customer care, billing, and technical support for US and UK telecom accounts including T-Mobile, Orange, EE, Sprint, Safelink, and Netspend.

RECOGNITION

- Top Supervisor, Q2 2019
- Top Performer, 2018 and 2019
- Unsung Hero, 2017
- Six Sigma, Yellow Belt
- Trained the pilot team for Google Universal Agents at Concentrix, 2016

STRENGTHS

- ♥ **Healthcare-fluent.** Nursing background, privacy and patient-facing language are second nature.
- ⚡ **Fast tool learner.** I adapt to your stack, not the other way around.
- ☑ **Trainer's discipline.** I document as I work, so you get SOPs, not mystery workflows.

EDUCATION

BS Nursing

Notre Dame of Marbel University

Koronadal City, Philippines · 2011

Passed the Philippine Nursing Licensure Exam, July 2011