

Irah Denise Gappe

OPERATIONS & SALES SUPPORT

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PROFILE

Operations and sales support specialist with 6+ years in agencies and fast-moving small businesses. I've run outbound lead generation reaching 1,500+ leads a month, built and cleaned prospect lists, and set up 100+ CRM systems with pipelines and automated follow-up. I've worked with an Australian team before and am comfortable on Sydney hours. I use Claude every day to solve problems I haven't seen before, and my default when something breaks is to find the cause and fix it, then tell the right person what I did.

CORE SKILLS

Prospect lists & data

Building, cleaning, de-duplicating, and enriching contact and company lists.

CRM management

100+ CRM builds: pipelines, tags, custom fields, contact records, and campaign status.

Inbox & client requests

Handling quick client requests myself using the CRM, and escalating only when it's needed.

Outbound campaign setup

Setting up campaigns and contacts in CRMs, keeping contact status clean so no one is called twice.

Sales team support

Daily plans, access, campaign allocation, and troubleshooting for reps on Slack and Discord.

AI problem-solving

Using Claude daily to troubleshoot, research, and build tools for repeat work.

TOOLS

Sales & leads: LinkedIn Sales Navigator, GoHighLevel (3 years, 100+ accounts), HubSpot

AI: Claude (daily, including Claude Code), Granola, Fathom

Team comms: Discord, Slack, Google Workspace, Microsoft Teams

Automation & tracking: Zapier, ClickUp, Asana, Trello, Notion, Plane

Data: SQL, Python

PROFESSIONAL EXPERIENCE

Technical Operations Manager / Tech Lead & Executive Support

Freelance · Marketing Inventors and OpTech Solutions, digital marketing agencies

- Worked directly with both founders as their executive support, alongside day-to-day responsibility for how each agency ran.
- Manage client projects from brief to delivery in a shared project tracker, with owners, deadlines, and status visible to leadership.
- Turn meeting notes into tracked tasks and keep a written decision log so nothing agreed in a meeting gets lost.
- Delivered 100+ CRM and workflow systems across real estate, financial services, construction, and coaching, each documented as an SOP.
- Built client onboarding and lifecycle pipelines (up to six per account) for a financial services firm, including agent onboarding and licensing.
- Tracked pipeline results for clients: one reached 164 opportunities and \$200K+ in signed contracts, another 470 leads and 273 booked appointments.

General Virtual Assistant

Australian SaaS startup, NDIS sector

- Handled executive scheduling, email, and communication for the leadership team.
- Managed bookkeeping in Xero and QuickBooks: invoicing, expense tracking, and records.
- Supported admin, finance, and workflow systems across the business.
- Kept tasks aligned across ClickUp, Slack, and Teams, and maintained Notion documentation.
- Assisted with compliance processes in a regulated disability services (NDIS) environment.

Digital Marketing Specialist / Virtual Assistant

Startups · London and California

- Ran cold outreach and lead generation reaching 1,500+ leads per month at an 8% conversion rate.
- Built prospect lists with LinkedIn Sales Navigator and managed contact data and follow-ups.
- Grew a client's LinkedIn following by 600% in six months.

Data Technician

Iris R&D · Ontario, Canada

- Managed and coordinated long and short-term projects as part of the QA team, with close attention to data accuracy.
- Took a leadership role on a key project, guiding the team through to completion.

EDUCATION & CERTIFICATION

B.S. Electronics and Communications Engineering, Polytechnic University of the Philippines, Manila
GPA 1.48 on the Philippine scale (1.00 highest). Consistent Dean's Lister and President's Lister.

Microsoft Azure Fundamentals (AZ-900)

AVAILABILITY

Full-time, fixed 9 AM to 5 PM Sydney time (7 AM to 3 PM Manila). Remote from the Philippines.