

MICHAEL BENEDICT ASTRAQUILLO

Sales Operations & Client Follow-Up | CRM Pipeline Management (Zoho) | Accounts Receivable

Valenzuela City, Philippines | +63 917 486 1130 | mbdastraquillo@gmail.com |

linkedin.com/in/michael-benedict-astraquillo-b46421256

PROFESSIONAL SUMMARY

Sales operations and follow-up specialist who helps small service businesses keep leads, clients, and payments from slipping through the cracks. Set up a Zoho CRM sales pipeline, manage LinkedIn lead generation, and delivered a complete website redesign for a coaching and consulting firm, work that grew into an ongoing sales and operations engagement. Background includes weekly executive KPI reporting for a three-office U.S. law firm, accounts receivable recovery, and 15+ years of client-facing work with U.S. and Canadian accounts. Uses Claude and ChatGPT to speed up research, drafting, and documentation, with human review.

CORE SKILLS

CRM Pipeline Setup & Management (Zoho) | Lead Generation & Prospect Research | LinkedIn Page Management | Lead Follow-Up & Outreach | Website Content & Business Messaging | Executive KPI Reporting | Accounts Receivable & Collections | Process Documentation | AI-Assisted Workflows

PROFESSIONAL EXPERIENCE

Sales & Operations Specialist (Contract)

Business Whisperer | Working directly with owner Jerry Llewellyn | May 2026 – Present

- Set up a Zoho CRM sales pipeline, including lead stages, prospect tracking, and a structured follow-up process for the firm's coaching, advisory, and consulting services.
- Delivered a complete website redesign, leading requirements gathering, site structure, and messaging through multiple rounds of owner feedback.
- Developed business positioning and go-to-market strategy covering ideal client profile, pricing, and competitive landscape.
- Manage the company LinkedIn page and support the owner's personal LinkedIn profile, using both to find and engage prospective clients.
- Source and research leads through Austin Public Library's online business databases, building prospect lists for the sales pipeline.
- Researched target audiences and built LinkedIn outreach approaches, conversation starters, and follow-up plans.
- Grew an initial website-content project into an ongoing monthly sales and operations engagement.
- Built AI-assisted research and documentation workflows using Claude and ChatGPT, with human review of all output.

Accounts Receivable, Intake & Operations Reporting Coordinator

Emapta | Remote | November 2025 – Present

Client assignment: Scott Brown & Associates, U.S. law firm | November 2025 – August 2026

- Prepared weekly executive KPI reports for the CEO and COO across three offices, verifying consultation outcomes and consolidating total and qualified leads into firm-wide summaries.
- Managed a delinquent accounts receivable portfolio of [number of accounts] through structured phone, email, and written follow-up.
- Used Clio Manage, Lawmatics, and Turbine to document client communications and track collections and intake follow-up.
- Kept account records accurate for attorneys and billing staff, prioritizing recovery activity under firm procedures.

Collections Officer – Virtual Assistant

Spring Financial | Remote, Canada | March 2025 – June 2025

- Managed three concurrent loan portfolios by phone, email, and live chat, negotiating payment arrangements toward monthly recovery targets.

Collections Representative – 30–90 Day Portfolio

Nowcom Global Services (Client: Westlake Financial) | Remote, U.S. | December 2022 – February 2025

- Handled a high-volume early-stage delinquency caseload through proactive outbound follow-up, escalating complex accounts with clear documentation.

Self-Employed – Multiple Ventures

Philippines | 2016 – 2023

- Ran transportation, delivery, recycling, and livestock businesses, managing daily operations, vendor and client relationships, and finances.

Earlier Experience

2009 – 2020

- Tier-2 technical support subject-matter expert (Sitel / Toshiba).
- Banking disputes, card replacements, and fraud cases (Teletech / Fifth Third Bank).
- Billing, service, and collections support (Convergys / AT&T).
- Maritime waste compliance coordination with ship agents and regulators (Vertex Maritime, Port of Manila).

EDUCATION

Diploma, Electronics & Mechanical Technology – Dualtech Training Center Foundation, Manila | 2006 – 2008

Undergraduate Coursework, Economics – Colegio de San Juan de Letran, Manila | 2003 – 2005

TOOLS

CRM & Legal: Zoho CRM, Salesforce, Clio Manage, Lawmatics, Turbine, CosmoLex

Phone Systems: Grasshopper, Five9

Reporting & Collaboration: Excel (KPI reporting, data consolidation), Google Workspace, Microsoft 365, Slack, Zoom, Teams

Lead Generation: LinkedIn (company page and personal profile), Austin Public Library online business databases

AI: Claude, ChatGPT, Perplexity, Google AI Studio, Microsoft Copilot