

LINA RODRIGUES

Appointment Setter • Account Manager • Client Success

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Available US Eastern, US Central, and UK business hours • Fully equipped home office

PROFILE

Client-facing professional with a strong track record across appointment setting, account management, and customer service. Currently averaging 120 to 140 outbound calls per day for a luxury real estate brand and converting that activity into 5 to 7 booked appointments daily inside agent calendars. Earlier roles cover full account ownership, client retention, escalation handling, training coordination, and compliance follow-up for corporate clients. Calm under pressure, organised by default, and comfortable owning a number from the moment it lands on the dashboard. Fluent in English and Afrikaans, conversational in Portuguese.

PROFESSIONAL EXPERIENCE

Appointment Setter | Only Realty Property Group

Remote • July 2025 to Present

- Make 120 to 140 outbound calls per day from company-supplied lead lists, working cold prospects in the high-end luxury real estate market.
- Convert 5 to 7 cold leads per day into qualified warm appointments, holding a steady booking rate of around 4 to 5 percent off the top of the funnel.
- Book qualified appointments straight into agents' calendars so they can attend the property valuation and secure the listing.
- Run the full pipeline inside Linkus, logging every call attempt, voicemail, no-answer, and recording, and reviewing recordings to refine pitch and objection handling.
- Manage a personal follow-up cadence to keep leads warm between first contact and confirmed appointment, lifting show-up rates.
- Hit daily call and booking targets from the first month, after stepping into a sales-led role from a service background.

Administrative Assistant | Pronto CC

Cape Town • 2023 to June 2025

- Owned client retention through consistent professional communication, scheduled follow-ups, and same-day response to queries.
- Prepared and processed quotes, invoices, and order documentation, keeping the data clean enough that month-end ran smoothly.
- Supported marketing activity by drafting client communications, formatting promotional material, and helping coordinate campaigns.
- Provided executive support to the owner, including diary management, correspondence, document preparation, and meeting prep.
- Kept digital filing, records, and internal processes structured so the office ran without bottlenecks or lost paperwork.

Account Manager, Client Services | Skills Resource Group

Cape Town • 2020 to 2023

- Managed a portfolio of corporate training clients as the named point of contact for all account activity, from new bookings through to renewals.
- Owned the end-to-end order cycle, processing quotes, issuing orders, and seeing each one through to delivery so clients received what was promised on time.

- Coordinated training schedules across multiple clients, booked sessions, and tracked attendance and certification compliance for ongoing audit readiness.
- Maintained the client database and proactively flagged expiring certificates, giving clients enough lead time to renew without operational disruption.
- Resolved escalations and recovered outstanding invoices through firm but respectful follow-up, protecting both cash flow and the working relationship.
- Acted as first point of contact for inbound queries, briefed internal teams on account context, and kept stakeholders updated on progress.

Shop Manager | Busy Beads

Cape Town • 2018 to 2020

- Ran day-to-day operations across two retail stores, covering sales, staff supervision, stock control, and customer service.
- Took full responsibility for both stores during the owner's absence, including trading decisions, cash management, and team direction.
- Conducted regular stock-takes, placed orders with suppliers, and kept inventory accurate against the books.
- Supported the sales team to meet daily and monthly targets while keeping the customer experience consistent on the floor.
- Handled opening, closing, and cash-up routines to a tight standard, with no shortfalls flagged across the period.

CORE STRENGTHS

Sales and Appointment Setting: High-volume cold calling, lead qualification, pipeline management, calendar booking, objection handling, conversion tracking, CRM and dialer reporting

Client and Account Management: Client retention, relationship building, escalation handling, account onboarding, renewals, upselling, cross-functional coordination

Operations and Admin: Quote and invoice processing, document preparation, data capture, calendar and inbox management, compliance tracking, executive support

Personal: Self-managed, organised, calm under pressure, comfortable working independently in a remote setup, accurate at speed

TOOLS AND PLATFORMS

CRM and Dialer: Linkus, GoHighLevel

Scheduling and Communication: Calendly, Google Calendar, Loom, Slack, Zoom, Microsoft Teams

Productivity: Asana, Microsoft Office (Word, Excel, PowerPoint, Outlook), Google Workspace (Docs, Sheets, Drive, Gmail)

AI Assistants: Claude, ChatGPT

LANGUAGES

English (fluent) • Afrikaans (fluent) • Portuguese (conversational)

REMOTE WORK SETUP

50 Mbps fibre line, dedicated home office with desk and ergonomic chair, laptop, external monitor, and professional headset. Available to work US Eastern, US Central, or UK business hours.

EDUCATION

Intec College

Secondary studies covering English, Afrikaans, Mathematics, Business Economics, Biology, and History.