



# Ken Mochizuki

## Director of Marketing

Over 7 years of experience in Marketing, Lead Generation, and Sales for B2B services.

### About Me

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An experienced **Entrepreneur, Marketing Expert, Operations Manager, Lead Generation Specialist, B2B Sales Executive, Technical Expert and many more.** A Jack of all Trades Master in Outsourcing.

Furthermore, I also had experience **being an outsourcing consultant** in a **BPO company Australia** & in the **Philippines** handling several **Australian clients** and **Filipino workers**.

### Work Experience

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Aug 2017- 2025

Konnektors

Director of Sales and Marketing / Operations Manager

- Managing/Spearheaded ALL Department Leaders like the ff: Sales and Marketing Dept., Recruitment, Client Relations Dept. and After Sales
- Full Time Operations Manager who spearheads the executive team, making sure the metrics and KPIS i created was followed and achieved.
- Successfully led teams the converted to cold and warm traffic, for \$24k/ year B2B contracts (\$2,000 / month retainer)
- Successfully led teams that sold SAAS subscriptions for \$40 - 140 a pop

Jan 2016 - Mar 2017

Conectys / Bytedance

Moderator

- Led and performed content moderation and reputation management for fast-growth Tiktok accounts
- Aligned with the ads and marketing team to do quality assurance (QA) on the content produced

Jun 2015 - May 2016

Macy's

Credit Analyst

- Continuous evaluation of the creditworthiness of individuals and businesses by analyzing financial data to determine risk and make informed lending decisions

### Other Work

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I have collaborated with various clients, including **Digital Cut Media Solutions, Reportage,** and **ToysRUs,** & many more.

However, I chose not to include them in my resume under work experience since most were project-based engagements. My work primarily involved setting up **PM and CRM** tools, business and marketing **automations & integrations,** and other related services.

### Skill Set

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- B2B Data Management
- LinkedIn Lead Generation
- Email Marketing
- Creating Email list / B2B Contact List
- Lead Generation / Cold Calling / LinkedIn / Email Marketing
- Lead Research
- Any Admin Tasks
- CRM and ERP Setup
- Inside Sales
- Graphic Designs
- Business Development
- Team Management
- Creating Marketing and Sales Campaigns
- Creating End to End Business Process
- Tools Setup / Voip Setup
- Operations and Team Management
- B2B Expert
- Automation and Integration Setup
- SEO / Google Ads
- Click-Funnels / GHF Funnels



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## More about me

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Given my extensive experience across multiple roles, as i have been assigned to multiple roles in the past. fitting everything onto a single page is challenging.

For a quick overview, please see the bullet points below.

## Roles

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- Lead Gen Specialist
- B2B Data Researcher
- Content Creator
- Social Media Manager
- Email Marketing Specialist
- Technical expert
- CRM Expert
- Automation and Integration Specialist
- Marketing Team Lead
- B2B Cold Caller
- Graphic Designer using Canva and CapCut
- Operations Manager
- Executive Assistant
- Recruiter
- LinkedIn Specialist
- Created Sequence and email drip funnels
- Admin Assistant
- B2B Outsourcing Consultant
- Entrepreneur
- Setting up VoIP and Dialer systems
- Client Relations Head
- Head of the Aftersales Team

## References

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### Ron Barcelo

Konnektors : CEO

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## Contact

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## Education

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Master of Business  
**Holy Cross of Davao College**  
2007-2011

## Tools

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- GHL
- Hubspot
- Zoho
- NoCRM
- Acuity
- Panda Doc
- Apollo
- Sales Nav
- Zapier
- Click-up
- Monday
- Conta
- Canva
- and MANY MORE

## Language

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English, Filipino & Cebuano