

Youssif El-Rokh

Real Estate Virtual Assistant | Lead Management & Marketing Specialist

+20 100 684 4872

rockyoussif1999@gmail.com

Alexandria, Egypt

rokh99.cfd

PROFESSIONAL SUMMARY

Real Estate Virtual Assistant who helps companies grow by finding the gaps in their process and automating them. Skilled in marketing and lead management, with a deep, practical understanding of the real estate market built from the ground up, starting as a cold caller and working through lead management before moving into automation and virtual assistance. That hands-on background means I don't just build tools, I know exactly where the bottlenecks are because I've lived them, from the first cold call to the final closed deal. Comfortable working independently with US-based clients, and fluent in English, Spanish, and Arabic.

CORE COMPETENCIES

Lead Generation & Qualification

CRM Management

Email & SMS Marketing

Multilingual Communication

API Integration & Automation

Event-Driven Systems

Data Validation & Error Handling

N8N Automation

Python Scripting & API Integration

Virtual Assistance

Property Marketing

Cold Calling & Negotiation

Content Creation

PROFESSIONAL EXPERIENCE

Freelance Automation & Virtual Assistant Projects

2025 - Present

Independent / Real Estate Clients

- Built lead enrichment systems that auto-fill property value, rent, and comps for every new lead, score and rank deals, flag duplicates, and alert investors in real

time. One version pulls from a trusted paid data provider, another uses AI to source data from any public site

- ▶ Developed a live investor dashboard tracking profit, deal flow, rehab budgets, and lead-to-close conversion across a flipping portfolio
- ▶ Created a subscription-based AI reporting service delivering weekly neighborhood market reports by email
- ▶ Full project breakdowns and live demos in portfolio: rokh99.cfd/#projects

Lead Manager, Marketing Specialist & Virtual Assistant

REIjunkies

2023 - 2025

- ▶ Managed comprehensive lead qualification process, handling incoming seller and buyer inquiries while maintaining consistent follow-up protocols to maximize conversion rates
- ▶ Developed and executed targeted email and SMS marketing campaigns using GoHighLevel CRM, resulting in increased investor engagement and property visibility
- ▶ Created compelling marketing content for property listings, combining analytical data insights with creative copywriting to drive results
- ▶ Utilized REISimpli and InvestorLift platforms for efficient lead tracking, property data management, pipeline optimization, and property marketing
- ▶ Designed visually compelling property images and marketing materials using Canva and Photoshop, enhancing listing appeal and attracting more qualified buyers
- ▶ Built N8N-powered workflows, including an AI assistant to help send emails and set calendar meetings through Google integration, cutting down repetitive daily tasks
- ▶ Leveraged AI tools (ChatGPT and Gemini) to develop and execute personal branding strategy for CEO Vaughn Bethel, creating engaging content and optimizing online presence
- ▶ Managed and maintained company website through Wix dashboard, adding new property listings, updating content, and adapting to various website management platforms

Cold Caller & Lead Manager

2022 - 2023

Present Day Properties

- ▶ Conducted targeted cold calling campaigns to identify motivated sellers while simultaneously managing incoming leads and qualifying potential deals

- ▶ Qualified and prioritized incoming real estate leads, ensuring efficient allocation of resources to high-potential opportunities
- ▶ Maintained detailed follow-up schedules with sellers and buyers, building trust and nurturing relationships throughout the sales cycle

● Real Estate Cold Caller

2021 - 2022

Proper Business Solutions

- ▶ Consistently exceeded daily and monthly KPIs for call volume and lead generation using dialer and auto-dial (ready mode) call tools, demonstrating strong work ethic and dedication to performance targets
- ▶ Built foundational real estate sales skills, including objection handling, rapport building, and lead qualification under high call-volume conditions

● TECHNICAL SKILLS & TOOLS

- GoHighLevel
- REISimpli
- InvestorLift
- DealMachine
- Adobe Photoshop
- Canva
- AI Tools (Claude Code, ChatGPT, Perplexity, Gemini)
- N8N (Automation)
- Python (Scripting & API Integration)
- Google Sheets API (Dashboarding)
- Zapier
- Supabase (Backend & Database)

● EDUCATION



Bachelor's Degree in Linguistics and Translation

Faculty of Al-Alsun | KFS University

Professional CV | Available for Immediate Employment | Open to Remote Opportunities
Combining Sales Excellence with Technical Innovation