

MERYL JOY CABANGBANG

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PROFESSIONAL SUMMARY

Results-driven Customer Success and Support Professional with 5+ years of experience in fintech, e-commerce, travel services, and digital marketing support. Proven track record in team leadership, KPI management, customer retention, and issue resolution. Experienced in virtual assistance, graphic design, and campaign management, supporting business growth through social media management, lead generation, and marketing execution. Highly adaptable, detail-oriented, and performance-focused.

CORE COMPETENCIES

- Customer Success & Account Support
- Fintech & Mobile Banking Support
- Escalation & Conflict Resolution
- Team Leadership & Performance Coaching
- Quality Assurance & KPI Monitoring
- CRM & Ticketing Systems
- Virtual Assistance & Administrative Support
- Calendar & Email Management
- Graphic Design (Canva, Social Media Creatives)
- Adobe (After Effects & Premiere)
- Campaign Strategy & Lead Generation
- Content Creation & Basic Copywriting
- Microsoft Office (Word, Excel)

PROFESSIONAL EXPERIENCE

- **Freelance Virtual Assistant / Graphic Designer / Campaign Manager**
Remote
 - Design branded social media graphics, marketing materials, and promotional content using Canva.
 - Manage social media accounts including content scheduling, engagement tracking, and analytics monitoring.
 - Provide administrative support including calendar management, email handling, data entry, and CRM updates.
 - Assist in campaign creation and execution to generate leads and increase brand awareness.
 - Conduct market research and competitor analysis to improve marketing strategies.
 - Support client outreach and lead generation initiatives.
 - Collaborate directly with clients to align branding, messaging, and business goals.

- **Royal Caribbean Group (Hybrid)**

- Customer Support / Resolution Agent
- Provide inbound phone support for cruise bookings, casino offers, and onboard services.
- Resolve complex guest concerns as a Co-Resolution Agent, handling escalations beyond standard scope.
- Assist guests with vacation planning, upgrades, and service recovery solutions.
- Mentor and guide agents on product knowledge, quality standards, and resolution procedures.
- Cross-trained across multiple roles including Blended Agent, Club Royale Agent, Inbound Sales, and Resolution Specialist.
- Consistently meet performance metrics for quality, efficiency, and customer satisfaction.

- **TTEC – Sta. Rosa, Philippines**

Revolut Account

Team Lead

- Led a team supporting a global fintech mobile banking platform.
- Set performance targets and monitored daily KPIs including CSAT, AHT, and resolution rates.
- Conducted coaching sessions and performance evaluations to improve productivity.
- Managed escalations and ensured compliance with financial service standards.
- Fostered a high-performing, positive team environment.

Chat Support / Subject Matter Expert (SME)

- Pioneer team member for financial account supporting customers via chat.
- Resolved concerns related to transactions, account verification, fraud alerts, and mobile banking features.
- Selected for leadership training due to strong early performance.
- Trained and onboarded new hires, ensuring production readiness.
- Conducted quality audits and compliance checks for new agents.

- **TTEC – Sta. Rosa, Philippines**

DoorDash Account

Customer Support Representative

- Delivered chat, email, and voice support for customer and merchant inquiries.
- Handled order issues, refunds, and real-time problem resolution.
- Maintained quality and response time metrics.

- **Enchanted Kingdom Inc.**

Admission Attendant

- Managed admission queues and guest services in a high-volume environment.
- Provided accurate park information and ensured compliance with entry policies.
- Delivered friendly, professional customer service under pressure.

EDUCATION

Bachelor of Science in Hospitality Tourism Management
University of Perpetual Help System – Biñan
Biñan City, Laguna, Philippines

TRAININGS & CERTIFICATIONS

Build for Team Lead Micro Training – TTEC
Hotel Ocular – Skills Enhancement Program – Bayview Park Hotel, Manila
Performing Arts Theatre Program – UPHSL