

MERLIE VANZUELA

Virtual Assistant | Bookkeeper | Admin Support Specialist

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PROFESSIONAL SUMMARY

• Dynamic and results-oriented Customer Service Professional with over 4 years of experience in high-volume BPO environments. CRM management and multi-channel support (Phone, Email, Chat). Proven track record of exceeding KPIs for quality and productivity. Transitioning expertise into Virtual Assistance and Bookkeeping, backed by specialized training in QuickBooks and Xero.

PROFESSIONAL EXPERIENCE

• Customer Service Representative | Concentrix CVG Philippines Inc. | June 2021 – December 2025

Inbound Customer Support

- Managed high-volume inbound interactions, providing end-to-end resolution for complex inquiries regarding billing, account status, and technical troubleshooting.
- Utilized empathetic communication and active listening to de-escalate irate callers, consistently maintaining high Customer Satisfaction (CSAT) and First Call Resolution (FCR) scores.
- Adhered to strict call flow processes and client-specific guidelines to ensure a uniform and professional brand experience.

Process Application & Data Management

- Streamlined process applications, ensuring all customer requests were accurately categorized, prioritized, and moved through the fulfillment pipeline.
- Verified sensitive customer documentation with 100% accuracy, maintaining strict compliance with global data privacy (GDPR/HIPAA) and security protocols.
- Collaborated with Team Leads to audit and refine call scripts and workflows, resulting in a measurable reduction in Average Handle Time (AHT).

Back-End Operational Support

- Executed comprehensive back-end support tasks, including case documentation, database updates, and cross-departmental coordination to resolve pending issues.
- Managed the end-to-end lifecycle of customer tickets within the CRM, ensuring timely follow-ups in accordance with established Service Level Agreements (SLAs).
- Performed meticulous data entry and administrative filing, bridging the gap between front-facing customer needs and internal operational requirements.

TECHNICAL SKILLS

- Customer & Administrative Experience : Relationship Management, Conflict Resolution, Technical Support, Email Management, Invoicing, Client Communication, Documentation.
- Technical Tools: CRM Navigation and Data Entry, QuickBooks, Xero, MS Office Suite, Google Workspace, Google Calendar, Google Drive.
- Communication: English Proficiency, Active Listening, Precise Case Documentation.
- Operational Excellence: SLA Compliance, Data Privacy, Process Improvement.
- Digital Tools: Canva, CapCut, InShot, ChatGPT, Zoom, Microsoft Teams.
- Accounting & Finance: Full-cycle Bookkeeping, Accounts Payable/Receivable, Bank Reconciliation, Financial Reporting (P&L, Balance Sheets), Payroll Processing.

CORE STRENGTHS

- Analytical Thinking & Problem Solving
- Meticulous Attention to Detail
- Time Management & Adaptability
- Ethical Conduct & Data Privacy Awareness

EDUCATION

Southern Leyte State University

• Information Technology | 2007 – 2009

CERTIFICATIONS SPECIALIZED TRAINING:

- Certified Online Bookkeeping (QuickBooks & Xero) – Clairvoyance Training Center
- Virtual Assistant Intensive Training – Clairvoyance Training Center
- English Language Proficiency (ELP) – Concentrix Internal Training