

Mark Kevin A. Deapera

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PROFESSIONAL SUMMARY

Experienced in customer service, digital marketing, and creative support across BPO, healthcare, and events industries. Skilled in managing customer communications, executing content calendars for email and social media campaigns, and handling online community engagement. Proficient in CRM systems, data management, and digital tools to support efficient workflows and remote operations.

WORK EXPERIENCE

Capital One Philippines

Muntinlupa, PH

Sr. Operations Representative

Sep 2025 - Present

- Handled 80+ inbound customer calls daily, resolving credit card inquiries and maintaining high customer satisfaction scores.
- Verified payments and provided technical support for online accounts, reducing repeat inquiries by improving first-call resolution rates.
- Documented customer interactions in CRM systems with 100% accuracy, ensuring compliance and data integrity.
- Met and exceeded KPIs including call handling time and quality assurance benchmarks consistently.

IHH Healthcare Singapore

Pasig, PH

Digital Marketing Assistant

Jan 2025 - Sep 2025

- Created and scheduled 10+ monthly social media posts, increasing engagement and maintaining consistent brand presence.
- Planned and developed structured content calendars for email and Viber marketing campaigns, ensuring timely and consistent communication across channels.
- Managed community engagement by responding to comments, messages, and inquiries across social media platforms to strengthen audience relationships and improve response time.
- Monitored and analyzed campaign performance metrics, contributing to data-driven improvements in marketing strategies.
- Coordinated with healthcare professionals to produce content and testimonials, enhancing credibility and audience trust.
- Supported event planning and logistics, managing presentations, materials, travel coordination, and budgets for multiple campaigns.

VXI Global Holdings, Inc.

Pasay, PH

Account Associate

Jul 2023 - Dec 2024

- Responded to 50+ daily customer inquiries, resolving issues efficiently and maintaining high customer satisfaction ratings.
- Maintained detailed CRM records, improving tracking accuracy and customer follow-up processes.
- Achieved and exceeded performance targets including sales goals and call efficiency metrics.
- Improved response time and issue resolution through effective communication and problem-solving skills.

KK Creatives

Quezon, PH

Creative Specialist

Jan 2020 - Mar 2023

- Developed 10+ event concepts and themes tailored to client preferences, contributing to successful event execution.
- Collaborated with clients and vendors to coordinate event logistics, ensuring smooth and timely delivery.
- Managed social media accounts, increasing visibility and engagement for event promotions.
- Introduced innovative design ideas by researching trends, enhancing overall client satisfaction.

Creative Assistant

Mar 2019 - Jan 2020

- Assisted in creating mood boards and presentations, supporting concept development for multiple events.
- Conducted research on venues and trends, improving the quality and relevance of event proposals.

CERTIFICATIONS

Meta Social Media Marketing Professional Certification

Mapúa Malayan Digital College-2026

Certificate for Risk Analysis for Project Management

University of the Philippines Open University-2026

Certificate for Data Annotation for Aspiring BPO Professionals

University of the Philippines Open University-2026

SKILLS

- Administrative Support | Calendar & Email Management | Data Entry | Database Management | Customer Support | Social Media Management | Project Coordination | Research & Reporting | File Organization & Documentation | Communication & Time Management | CRM Management | Digital Marketing | Community Engagement |

TECH PROFICIENCY

- **Productivity & Admin:** *Google Workspace (Docs, Sheets, Slides, Drive, Calendar), Microsoft 365*
- **Communication:** *Slack, Zoom, Google Meet*
- **AI & Automation:** *ChatGPT, Gemini, Grammarly, Google Apps Script*
- **Data Analyzation:** *Tableau, Looker Studio (Google Data Studio)*
- **Design & Content:** *Canva, Photoshop, Capcut*
- **Project Management:** *Notion, Monday.com*

EDUCATION

Southern Luzon State University

Bachelor of Science in Business Administration major in Financial Management

Undergraduate

REMOTE WORK READINESS

- **Internet:** Primary: *Converge ICT (200 mbps)* | Backup: *Globe At Home (100 mbps)*
- **Equipment:** HP Probook | Extended Monitor | Noise-cancelling headset | HD Webcam
- **Power Backup:** Stable power with rare interruption and advance notices | nearby co-working space
- **Workspace:** Dedicated home office | Quiet environment | Professional video-call background
- **Availability:** Full-time | Flexible across US (EST/PST), UK (GMT), AU (AEST) time zones

LANGUAGES

- English (Fluent/ Proficient)
- Tagalog (Native/ Fluent)