

PERLY ANNE B. OCAMPO

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Strategic operations and client success leader with 20+ years of experience partnering with executives to translate vision into execution across BPOs, startups, and multinational organizations. Proven track record in building and scaling efficient systems, aligning cross-functional teams, and strengthening client partnerships to drive retention, performance, and growth. Combines operational rigor, customer-centric thinking, and data-driven decision-making to deliver measurable outcomes—while ensuring leadership priorities are executed with clarity, speed, and precision.

WORK HISTORY

DIGITAL OPERATIONS SUPPORT OFFICER (March 2025 – March 2026) | Earthbanc (Remote)

- Streamlined digital workflows and QA processes, improving operational efficiency and reducing error rates while ensuring consistent, high-quality output delivery
- Analyzed performance metrics and implemented corrective actions, strengthening compliance, accuracy, and overall system reliability
- Partnered cross-functionally to execute digital initiatives, enhancing campaign performance and elevating stakeholder and customer experience

OPERATIONS SUPPORT OFFICER (December 2023 – December 2025) | FSS (Remote)

- Optimized sales and administrative operations, improving turnaround time and data accuracy across reporting, proposals, and order management
- Strengthened QA and compliance through audits and process improvements, reducing operational gaps and increasing efficiency
- Supported cross-functional initiatives across HR, procurement, and contract management, improving governance and operational continuity

SOCIAL MEDIA, CLIENT SUCCESS & PROJECT MANAGER / EXECUTIVE ASSISTANT to CEO / FOUNDER (August 2023 – December 2025) | mmc (Remote)

- Delivered 20%+ growth in audience reach and engagement by leading end-to-end client success and content operations, aligning data-driven strategies with business objectives and maintaining strong brand sentiment
- Strengthened client relationships and retention through proactive engagement, issue resolution, and performance-driven optimizations
- Identified risks and growth opportunities, enabling agile adjustments that improved visibility and performance
- Translated analytics and audience insights into actionable strategies that improved engagement, retention, and ROI
- Led end-to-end project execution, ensuring on-time delivery and strong stakeholder alignment

DIGITAL MARKETING, CLIENT SUCCESS & PROJECT MANAGER / EXECUTIVE ASSISTANT to CEO / FOUNDER (July 2022 – November 2023) | Labrador Lending, LLC (Remote)

- Drove digital growth and brand visibility, increasing audience reach and engagement by 30%+ through data-led content strategy, performance tracking, and continuous optimization
- Owned end-to-end client success and content operations, aligning campaigns with business objectives while maintaining strong brand sentiment and consistent delivery standards

- Strengthened client retention and long-term partnerships through proactive relationship management, issue resolution, and performance-driven improvements
- Led cross-functional project execution, ensuring on-time delivery, clear stakeholder alignment, and seamless coordination across marketing, operations, and leadership
- Translated data and audience insights into actionable strategies, directly improving engagement, retention, and overall marketing ROI
- Identified risks and growth opportunities early, enabling agile pivots that enhanced campaign performance and protected client outcomes
- Acted as a strategic partner to the CEO/Founder, managing priorities, streamlining communication, and driving execution of high-impact initiatives across the business

DIGITAL MARKETING, CLIENT SUCCESS & PROJECT MANAGER / EXECUTIVE ASSISTANT to CEO / FOUNDER (August 2022 – February 2023) | NetMedia (Remote)

- Expanded digital reach and engagement by 30%+ through strategic campaign execution and data-backed optimization
- Led client success and delivery operations, aligning outputs with business goals and client expectations
- Strengthened client loyalty and account growth through proactive engagement and performance improvements
- Managed cross-functional projects end-to-end, ensuring speed, alignment, and execution excellence
- Turned analytics into actionable insights that improved engagement, retention, and ROI
- Served as a trusted extension of the CEO/Founder, driving execution of key priorities, managing critical communications, and ensuring alignment across business functions

SOCIAL MEDIA & CLIENT SUCCESS MANAGER (Apr 2021 – Oct 2021) | ICUC Social

- Managed end-to-end client success and content operations, aligning brand strategy with business goals to improve engagement, retention, and campaign performance
- Translated customer insights and social listening data into actionable strategies that increased engagement, conversions, and brand affinity
- Strengthened client relationships through proactive communication, performance reporting, and continuous optimization of digital initiatives

OPERATIONS, QUALITY & CX EXPERIENCE OFFICER (Apr 2016 – July 2022) | SPAVI

- Drove ~19% YoY growth in social-driven sales by scaling digital channels, optimizing campaigns, and enhancing customer experience strategies
- Led end-to-end operations (frontline, back-office, and digital), improving KPI/SLA performance through data-driven reporting, audits, and process optimization
- Built and developed high-performing teams through structured hiring, coaching, and performance management—resulting in improved productivity, quality, and internal promotions
- Achieved 95%+ QA performance by implementing targeted training and closing process gaps
- Led training and quality initiatives that improved team capability, consistency, and service standards
- Managed reporting and operational workflows, ensuring seamless service delivery and KPI attainment

OPERATIONS & CX MANAGER (May 2015 – Feb 2016) | TSA

- Delivered measurable gains in conversion and revenue through strengthening client engagement strategies and embedding targeted training initiatives
- Led client success and experience efforts, improving satisfaction, retention, and overall service

delivery through proactive management and continuous enhancements

- Leveraged data and cross-functional collaboration to identify opportunities, streamline operations, and elevate both customer experience and operational efficiency

SALES and QUALITY COACH (Sep 2014 – May 2015) | TSA

- Elevated sales and quality performance by implementing structured coaching frameworks and KPI-driven accountability, driving consistent improvements in team output and customer interactions
- Identified performance gaps and optimized processes, improving conversion rates, service standards, and overall operational effectiveness
- Collaborated with leadership and operations teams to align sales execution with quality benchmarks, while developing high-performing teams through targeted coaching and continuous feedback

OPERATIONS & CX MANAGER (Jul 2012 – Aug 2014) | Wells Fargo Philippines, LLC

- Led high-performing teams delivering consistent KPI and SLA achievement through performance management, coaching, and process improvements
- Strengthened client and vendor partnerships, driving service excellence, customer satisfaction, and sustained account growth
- Executed end-to-end operational improvements, optimizing workflows, mitigating risks, and increasing overall efficiency

OPERATIONS & BUSINESS DEVELOPMENT LEAD (Oct 2010 – May 2012) | Rabbi Vinirosa School (Family Business)

- Streamlined administrative, financial, and operational processes, improving efficiency, compliance, and business continuity
- Elevated customer experience by enforcing service standards and resolving operational gaps to maintain consistent delivery
- Supported business growth through strategic planning, identifying expansion opportunities, and aligning operations with revenue goals

QUALITY ASSURANCE, CLIENT SUCCESS & OPERATIONS SUPERVISOR (Jun 2007 – Sep 2010) | Teleperformance, Inc

- Improved service quality and compliance through audits, monitoring, and data-driven corrective actions
- Identified process gaps and implemented continuous improvement initiatives that enhanced operational performance and efficiency
- Aligned stakeholders on QA standards and performance insights, strengthening team accountability and service delivery

CLIENT ACCOUNT EXECUTIVE (Jun 2005 – May 2007) | Sykes Asia

- Managed 50+ financial accounts with high accuracy, ensuring compliance, risk mitigation, and strong client satisfaction
- Built and maintained client relationships that supported portfolio growth and long-term engagement
- Delivered consistent performance through data-driven decision-making and operational discipline

**Passed Series 6 and 63 Licensure Examination – program requirement

SKILLS

- MS Office Applications (Word, Powerpoint, Excel, Outlook, Access)
- Excellent English Communication (speaking, writing, reading and listening)
- Account, Operations, People and Project Management
- Client and Customer Success Management
- Customer Service Proficient (technical, finance, sales, retentions, and all levels of escalations)
- Digital Marketing: Social Media Management, Marketing and Strategy, Community Engagement and Management (Social Listening), Content Creation / Graphic Design, Email Marketing and drip campaigns, Podcast Management, Blog creation and posting, Lead Generation, Background in SEO/SEM
- Background in Website Development and Design (UI/UX)
- Back Office Support (Administrative and Data Management)
- BPO Operations, KPIs and SLAs
- Training facilitation and deck / materials / presentation creation
- Quality Assurance and Metrics
- Reports, Analytics and Strategic Planning
- Background in Finance and Budgeting and Recruitment

SYSTEMS / TOOLS

- Social Media Platforms: Facebook, Instagram, Thread and Meta Business Suite, Discord, X, LinkedIn, LinkedIn Sales Navigator, YouTube
- CRM & Customer Engagement / Support Tools: Salesforce, Social Studio, Sprout, Podio, Sprinklr, Zoho, HubSpot, Freshdesk, GoHighLevel (GHL)
- Task / Project & Workflow Management Tools: Monday.com, Asana, Twilio, WorkflowMax, ClickUp, Notion
- Artificial Intelligence: Chatgpt, Google Gemini, MS Co-pilot, Perplexity, MidJourney, Synthesia, Otter.ai
- Learning Management System Tools: 360 Learning, Moodle, Rippling

CERTIFICATIONS

Certified Six Sigma White Belt – CSSWB | Six Sigma PH, 2023

Fundamentals of Digital Marketing | Google Garage, 2023

Facebook Consultancy | Negosyo University, 2019

Train the Trainer Workshop | SPAVI, 2017

LEAN Training | Wells Fargo Philippines, 2012

EDUCATION

Bachelor of Science in Business Administration - Major in Operations Management

Emilio Aguinaldo College – ETEEAP Program