KIMBERLY MAE CALA

Customer-focused, manager, successfully contributing to company profits by improving team efficiency and productivity. Skilled at effective negotiations and upselling techniques. Utilises excellent organisational skill to enhance efficiency and lead teams to achieve outstanding sales..

CONTACT:   
 EMAIL: [kimberlycala.ph@gmail.com](mailto:kimberlycala.ph@gmail.com)  
 PHONE NUMBER: 09358888475

April 2020

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ESL teacher

*Engoo*

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Teaches and communicate English virtually to some Asian countries like Japan,

Korea, Taiwan, Thailand and even Spain

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December 2019

Content Writer

*Private Company*



* Has written several essays, researches, literature- related contents, dissertations, and technical research writing
* Has written articles and online description products about technology specs like smart watches and other

August 2020- SEO Content Writer

December 2020 *Buzzooka Communications – (Social Media Marketing Company)*

* Wrote an array of web, mobile-based and print articles, reviews and communication briefings for e-magazines, newsletters and blogs*.*
* Does research on a specific content according to the client’s demand then create my own content that will be forwarded to the head writer for review and such content is to be posted to the website of the said client.
* Creates landing pages and contents based on the client’s services.

July 2021 SEO Content Writer

*Big Brain Digital marketing*

* Wrote an array of web, mobile-based and print articles, reviews and communication briefings for e-magazines, newsletters and blogs*.*
* Does research on a specific content according to the client’s demand then create my own content that will be forwarded to the head writer for review and such content is to be posted to the website of the said client.
* Creates location pages and contents for a home appliance repair services company based in California

September 2021 Executive Virtual Assistant, Executive Admin

*The Ambitious Edge*

*Tools: dialer, sprints, bookings, google features, Zoho app*

* Manage account and files
* Draft Dynamic outline and SOPs for internal and external marketing
* Assist onboarding tasks
* Email Outreach Campaign
* Draft scripts for outbound/ inbound/ consultation
* Deliver high-quality customer service via email support platform ensuring top level service to continue corporate growth.
* Update company’s data base with new customer information and manage data retrieval of current customers, accurately and in a timely fashion.
* Utilize problem solving skills to resolve customer issues and enhancing service levels.
* Express compassion and empathy while developing strategic solutions for solving problems and addressing unsatisfactory customer experiences.
* Develop procedures to increase the efficiency of numerous areas including filing and organizing records to Maintain a detailed delivery calendar to coordinate schedules and appointments.
* Consistently praised for the quality and timeliness of reports, attention to detail, exemplary customer service delivery and team-player attitude

September 2021 Lead Outbound Sales/ Cold Caller/ISA

*Keva*

*Tools: Tools: dialer, sprints, bookings, Zoho apps, google features*

* Sets appointments for inbound
* Email Campaign/ Monitor responses for possible prospects
* Lead Generator
* Accepts inbound calls as well when needed
* Place phone calls to current customers to determine their satisfaction as well as receive customer suggestions
* Call potential customers to describe services offered
* Draft emails that can be sent to potential customers educating them on the company and what they offer
* Explain to customers how the company can help them not just sell to them
* Follow-up with customer leads or previous customers
* Create a buyer profile on high-end clients; the profile is based on demographics, income levels, occupation or company designation, marital status, and ownership of specific assets.
* Conduct regular sales calls on generated leads; managed and operated the company’s predictive dialer system.
* Produce analytical reports on the status of sales calls; perform an evaluation of the results and implement the necessary changes to improve call efficiency and connect rate.
* Contact existing clients for the purpose of generating additional sales or to receive referrals.
* Keep track of weekly performance and measure the numbers versus the agency’s established benchmarks.

February 2022 Virtual Assistant/ Content Writer

*Real Estate Company*

* Handles all content from a broker
* Creates content for all his real estate websites
* Creates script for all his digital marketing strategies’ videos

March 2022 Chat Support/ Customer Support

*Gstar28, SGA*

* Respond to any customer concerns
* Respond to customer inquiries regarding offered promos
* Process promos
* Data entry
* Develop team sales strategy

March 2022 SEO Content Strategist

*QRX Digital*

* Create off page and on page blog entries and inject focused keywords and sub keywords
* Reach a certain standard readability issues on Hemingway, Grammarly and Semrush Writing assistant
* Reach a certain SEO standard score through Semrush Writing assistant
* Keyword research
* Product audit/optimization
* Link building
* Forum Posting
* SEO optimized Product Description Writing
* Insert external links, internal links, PAA’s on the blog entries and image subject for optimization by the SEO specialist

May 2022 CSR Team Leader For Sales

* Handles and manage team of CSRs on recruiting agents
* Generate sales strategies to help the team grow
* Closely works with the management for sales growth
* Assists on boarding tasks and new hires
* Leads directive tasks to the team



June 2012 - May 2018 *Mindanao State University – IIT Integrated Developmental School   
 Junior High School – Science Curriculum  
 Senior High School- Humanities And Social Sciences*

2018 Bachelor of Science in Philosophy major in Applied Ethics

*Mindanao State of University- Iligan Institute of Technology*

Skills

Excellent Communication Skill

Accurate and detailed

Strong interpersonal skills

Computer savvy

Independent Worker and Self-directed

Result Oriented