# MARIA CLEOFE ETULLE

## CLIENT SUCCESS MANAGER

## CONTACT

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## PROFILE

As an experienced team leader, I make sure to delegate effectively the company goals, applied safety practices, and set deadlines for my team. Motivates team members and assesses performance. Provides help to management, including hiring and training, and keeps management updated on team performance.

## EXPERIENCE

**CUSTOMER SALES REP | TECHNICAL SUPPORT MAY 2008-FEB 2011 (BPO)**

- Handling technical account specifically taking calls regarding phone service and carrier
- Credit card issues (Fraud/Charges/refunds)
- Handling bulk emails ; responding customer's concern like credit card issues, and retention team

**DIRECT SALES ESCALATION DEPT (TEAM LEAD) | FEB 2011 - SEP 2012 (BPO)**

- Taking Supervisory and Managerial calls
- Resolving Higher Escalation
- Handling Team
- Admin Tasks: Updating Team Attendance/Coaching/Call Monitoring
- Meeting with the operation team (manager)

**SEPT 2012-MAY 2018 (WFH)**

- Focused on our general merchandise business
- Worked as ESL Teacher (homebased)
- Took a 2nd course for Business Administration
- Started my VA job (cold caller): Real Estate

**VIRTUAL ASSISTANT | FEB 2018 - FEB 2020**

- Insurance Sales Associate
- Real Estate Appointment Setter
- Solar Panet Appointment Setter

**CLIENT SUCCESS MANAGER | Apr 2020- March 2023**

- Handling Clients and VAs
- Management Tasks / Client Meetings and Team Huddles
- Handling Coaching sessions with VAs

## EDUCATION

**BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION-GENERAL MGT**

UNIVERSITY OF SAN JOSE RECOLETOS
-Outstanding Student 2017- Cumlaude

## SKILLS & TOOLS

- Administrative Tasks
- Sales Marketing
- Social Media Manager
- Canva, Trello, Freshsales
- Mattermost, slack
- Facebook Advertising (basic)
- Funnel Designing (work in progress)

# TASKS AND RESPONSIBILITIES

- Conduct meet and greet sessions with incoming VAs and set proper expectations regarding responsibilities.
- Daily monitoring of performance through call listening sessions, review and approval of leads submitted, checking dialer and Time Doctor for VA activities, attendance and productivity.
- Provide real-time support to VAs regarding the dialer, Time Doctor issues, payroll concerns, and other pay impacting issues.
- Conduct weekly coaching sessions with tenured VAs to improve and/or sustain VA performance.
- Monitor and coach new VAs on a daily basis, especially on their 1st two weeks until they are producing consistently.
- Listen to at least 3 recordings every week to identify major Areas for Improvement.
- Make sure to use the audit form when necessary.
- Plot coaching schedule using Google Calendar for 360 purposes.
- Address any feedback and/or conflict within the team.
- Maintain a good working environment for all VAs at all times.
- Commend VAs every time they submit a lead.
- Send motivational quotes and/or videos on a daily basis.
- Welcome the client to Start Virtual and set proper expectations during client meet and greet.
- Address any Start Virtual related concerns such as basic invoice questions, dialer concerns, VA replacement, schedule change etc.
- Send daily text messages to provide updates regarding their campaign and VA/s
- Send an end-of-day report on a daily basis which summarizes VA's performance for the day, issues with the dialer (if there is), lost and/or compensated hours
- Lead weekly business reviews to lookback on previous week's performance and create action plans to either sustain or improve lead generation
- Check in on the status of previously submitted leads to verify if it has been converted to a closed deal
- Send EOD Report to cluster GC and SV Leadership GC on Mattermost
- Attend QA Calibration as scheduled.
- Certify incoming VAs as needed.
- Update VA's Weekly Timesheet on a daily basis
- Update all clients' Freshsales profile with notes daily.
- Acknowledge and address any callouts from SSM and other departments.
- Sustain an exemplary performance that meets StartVirtual's expectations
- Report to SSM any red flags regarding clients
- Report to SSM any client/s who intend to leave Start Virtual for retention attempt.