



Michael Cruz



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Muntinlupa City, National
Capital Region, Philippines

ABOUT ME

With a solid 10-year background in the call center industry—specializing in customer service and fraud prevention—I bring proven skills in communication, critical thinking, and data-driven problem-solving.

Now pivoting into the digital marketing space, I've spent the last 3 years building a career as a media buyer and digital marketer. I specialize in Meta and TikTok ads, leveraging analytics and creative strategy to drive growth for brands online. I'm passionate about continuous learning and regularly invest in online courses to expand my skills in paid ads, content creation, and AI tools.

WORK

Vinta Solutions

Meta & TikTok Media Buyer

MAR 2022 -
MAR 2025

- Assist in developing specific, targeted ad campaigns that are consistent with the strategic brief set by the company.
- Create and plan a variety of Facebook campaigns across a range of multiple businesses and optimize advertisement campaigns.
- Extensive market research and Ad testing to monitor winning and profitable ads for the business

JP MORGAN & CHASE

Fraud Prevention Analyst / Fraud Prevention Escalations

JAN 2020 -
FEB 2022

- Efficiently handled high-value check deposit reviews, conducting in-depth analyses of customers' accounts and making informed decisions regarding their funds
- Collaborated with diverse anti-fraud managers to design a novel system for fraud prevention, leveraging research on specific fraud trends.
- Conducted in depth research and analyses regarding the latest fraud trends compiled our findings in a google sheet database where we create and revise our fraud prevention process to adapt

PAYPAL (VENMO)

Customer Service Team Member

MAR 2019 -
DEC 2020

- Optimized communication via emails, chats, and inbound calls by mastering the use of Zendesk tool therefore Venmo saw a rise of users by 4% after effectively applying compassionate customer service
 - Enhanced account protection and user trust by effectively managing and resolving unauthorized transaction disputes.
 - Spearheaded weekly presentations using Google slides to discuss team statistics and prevailing quality markdowns, fostering effective action planning.
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EDUCATION

2009 - 2011

UNIVERSITY OF PERPETUAL HELP
Bachelor's Degree, Hotel
Restaurant Management

TASK EXPERTISE

Analytical Problem Solving
Research and Analysis
Social Media Marketing
Meta Ads
TikTok Ads
Competitive Research
Inbox Management

PROFICIENCY IN TOOLS

Zoom, Loom, Fathom
Gmail Business Suite
ChatGPT, Human Loop AI
Otter AI, Descript
Trello, Notion, Evernote
Meta Business Suite, Facebook Ads Manager,
Hootsuite, Buffer
Zendesk, Asana
Canva, Capcut
1Password
Harvest

INTERESTS

Self Paced Learning
Entrepreneurship
Music
Sports Cars
Horror Movies
Basketball

CERTIFICATES

Content Marketing: Business Growth
w/Content Marketing + AI / Udemy

The UpWork Freelance Masterclass with
Digital Marketing

Facebook Ads & Facebook Marketing
MASTERY 2023 | Coursenvy ®

FAMA Facebook ads masterminds 2024