



MICHAIL TAMBIS DELA CRUZ

Customer Experience & E-Commerce Admin Specialist

Executive Assistant | Graphic Designer | Talent Sourcer

SUMMARY

- **10+ Years in Customer Support & Client Experience**
- **3 + Years Amazon Vendor & Seller Central (Multi-Brand | Multi-Country)**
- **4+ Years in Executive Assistant Position (High-Level Calendar & Work tasks Management)**
- **2+ Years experience in Graphic Designing & Talent Resourcing (Corporate Background)**

WORK EXPERIENCE

E-commerce Specialist | Amazon Vendor and Seller Central

July 2023–February 2026

- Worked as a Part-Time Amazon Virtual Assistant for two well-established European brands, managing operations across multiple marketplaces in Europe and the United States.
- Managed product listings within Amazon Vendor Central and Seller Central accounts.
- Managing buy box issues and adding ASINs to catalogue
- Created and edited product images using Canva, ensuring marketplace compliance and brand consistency.
- Managed and updated A+ Content to enhance product presentation and conversion.
- Optimized product listings, including correcting titles, bullet points, descriptions, and images for the appropriate marketplaces.
- Processed product variations and parent-child listings through flat file uploads.
- Created and listed new ASINs in their respective marketplaces.
- Handled buyer messages, customer complaints, refund requests, and general product-related inquiries in a timely and professional manner.

Resident Product Trainer, Team leader and Talent Sourcer | Trec Pacific Corporation

August 2018– February 2026

- Started as a Customer Care Specialist providing blended support (inbound/outbound calls, chat, email, backend tickets, and administrative tasks) for GoGet Carshare.
- Promoted to Subject Matter Expert (SME), serving as the escalation point for complex customer cases and supporting process improvements.
- Facilitating training sessions (basic to advanced topics)
- Mentoring and onboarding new team members
- Developing and updating process guides and training materials using Google Workspace and Canva
- Support talent acquisition initiatives 3–4 times annually, including:
 - Managing recruitment documentation
 - Conducting behavioral and final interviews
 - Leading compensation and benefits discussions

Executive & Personal Assistant – Small Business Owner (Cake & Pastry, Spain)

December 2020 – December 2024

- Managed utility bills and administrative tasks for the client's rental property.
- Handled email correspondence for the client's cake and pastry business, ensuring timely responses.
- Organized personal and family documents for easy access and record-keeping.
- Maintained daily scheduling, including appointments, meetings, and reminders for personal and professional engagements.
- Coordinated weekly online grocery shopping and managed delivery logistics.
- Provided reminders and support for travel arrangements and personal appointments.

Email and Chat Support Specialist for seasonal projects | HarteHanks

2020

- Worked as an Email Support Specialist across multiple high-profile entertainment and sports projects, including NBA, WWE WrestleMania, and Peacock.
- Handled customer email inquiries related to pay-per-view subscriptions, account access, billing concerns, and service entitlements.
- Provided clear and timely support for technical issues, including streaming errors, login problems, and playback interruptions.
- Ensured accurate resolution while maintaining a professional, customer-focused tone aligned with brand standards.

Customer service and Sales Representative | VXI Global

2017–2019

- Served as a Sales Associate providing end-to-end customer support for AT&T U-verse and DirecTV services.
- Handled inbound sales and support calls, promoting relevant products and service upgrades based on customer needs.
- Assisted customers with minor technical concerns, ensuring quick and clear troubleshooting.
- Resolved billing inquiries and account issues while maintaining a high standard of customer satisfaction and accuracy.

Customer service and Sales Representative | TELETECH

2015–2017

- Worked as a Sales Associate providing comprehensive customer support for Verizon services.
- Managed inbound calls to promote relevant products, plans, and service upgrades aligned with customer needs.
- Assisted customers with minor technical issues, ensuring efficient and clear troubleshooting.
- Addressed billing concerns and account inquiries with accuracy, professionalism, and a customer-focused approach.

CORE COMPETENCIES

- Amazon Vendor Central & Seller Central
- Multi-Marketplace Management (EU & US)
- Product Listing Optimization
- A+ Content Management
- Flat File Uploads & Variation Management
- Customer Experience & Complaint Resolution
- Executive Calendar & Life Management
- Administrative & Operations Support
- Graphic Design (Basic to Intermediate)
- Talent Sourcing & Screening
- Process Improvement & Workflow Support

Tools & Platforms

- ClickUp
- Amazon Vendor Central
- Amazon Seller Central
- Flat File Templates
- A+ Content Manager
- Canva
- Capcut
- Basic Adobe tools (if applicable)
- Google Workspace
- Microsoft Office (Excel, Word, PowerPoint)
- Slack
- Zoom
- Trello / Jira (if applicable)
- Quickstream
- Zendesk
- Intercom
- ESPOCRM
- Fleetcutter
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CERTIFICATIONS & ACHIEVEMENTS

- Completed Social Media Workshop
- Completed Executive Assistant Workshop
- Completed Project Management Workshop
- Completed Basic Automation Workshop
- Recipient of the Customer Service Excellence Award (BPO Experience)

EDUCATION

Polytechnich University of the Philippines (Manila)

Bachelor in Business Teacher Education
2011-2015
Cum Laude



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