

# Ephrem Sumalde

Customer Service/ Entry-Level Copywriter



## About Me

Exceeds the customers' expectations by providing world-class customer service for almost 7 years now and an entry-level copywriter helping small and medium-sized companies scale up and increase their revenues as a novice copywriter.

## Expertise Skill

- Customer Service
- Appointment Setter
- Copywriting
- Data Miner
- Email Marketing
- Lead Generation Specialist

## Contact Me

- 📞 +639974626955
- ✉️ ephremsumalde08@gmail.com
- 🌐 <https://virtualnookhub.wixsite.com/onlinefreelancekiosk>
- 🏠 Block 4 Lot 2 Kagandahan Street, Batasan Hills, Quezon City 1126

## Education

- Bachelor of Science in Nursing  
*Immaculate Conception College-Albay*  
Daraga, Albay  
2005-2009

## Work Experience

- Customer Service Representative at Synchrony , Alabang, Muntinlupa City 1781 Philippines  
June 2021 — November 2021
  - Provided assistance to customers who had issues with their store credit cards.
  - Escalated concerns as needed.
  - Provided and notated feedback relevant for the improvement and growth of the line of business (LOB) and for personal career growth.
- Donor Contact Specialist and Prescription Verification Specialist at Abbott , Bonifacio Global City (BGC) 1634 Taguig City  
May 2018 — May 2019

MRO Specialist:

- Interviewed the donors for the facilitation of their drug test.
- Routed the donors for their interviews by the physicians before their final results.
- Documented relevant details of the donors.
- Routed the donors to the Medical Review Officer for further inquiries.

● Rx Verification Specialist

- Gathered prescription information relevant to the drug test results.
- Gathered pharmacy details and contact information.
- Signed the pharmacist interview sheet before confirmation of the drug test results.

● Customer Service Representative at Concentrix, UP Ayala Techno Hub 1104 Diliman, Quezon City  
June 2016 – December 2016

- Exceeded team goals and collaborated with staff members to implement customer service initiatives. Assisted the customers regarding account inquiries.
- Resolved any account-related technical issues and disputes.
- Educated the customers (Walked through online account sign-up/setup).
- Gave account-specific recommendations).
- Booked for a technician's visit.
- Did up-sell internet, cable and telephone ala- carte.
- Retained valued customers.

● Customer Service Representative at SPI Global CRM (currently Inspiro), PLDT NSOB Mayon, 4329 Quezon City  
November 2015 – April 2016

- Assisted the customers regarding account inquiries.
- Activated the customers card (credit card, prepaid card and private-labeled store card).
- Resolved any account-related disputes.
- Handled loyalty and one-time courtesies (Gave account credits, Waived fees; Gave rewards).
- Educated the customers (Walked through online account sign-up/setup).
- Gave account-specific recommendations).

Retained valued customers.

● Customer Service Representative at Sykes, Sen. Gil Puyat, Makati City  
May 2011 – April 2013

Customer Service for Credit Card Account:

- Provided customers with accurate and up-to-date information about their credit card account, including balance, available credit, payment due dates, interest rates, and fees.
- Resolved issues customers had such as disputed charges, fraudulent activity, or billing errors, customer service representatives are responsible for investigating the issue and finding a resolution that is satisfactory to the customer.
- Answered questions about their credit card account, such as how to use rewards points, how to dispute a charge, or how to set up automatic payments.
- Provided assistance when customers need help with their credit card account, such as setting up a payment plan, changing their billing address, or reporting a lost or stolen card.
- Educated customers about responsible credit card use, such as how to avoid high interest charges, how to build credit, and how to manage their finances effectively.

Customer Service for Hotel Reservation:

- Booked and managed hotel reservations from customers, whether it be over the phone, email, or online.
- Confirmed reservations and ensure that all details are correct and that the customer is aware of any fees, cancellation policies, or other terms and conditions.
- Handled changes and cancellations if they need to change or cancel their hotel reservations due to unforeseen circumstances, in a timely and efficient manner.

- Provided information about the hotel amenities, local attractions, transportation options, and other details related to their stay.
- Resolved issues such as problem with their reservation including billing error, room not being ready on time, or a noise issue, in efficient manner.

● Part-Time Data Miner and Social Media Specialist at WashTone Media  
Dedham, MA  
March 2019 — July 2021

- Developed and executed social media strategies across various social media channels such as Facebook, Twitter, LinkedIn, Instagram, and others, to meet the organization's goals.
- Created and curated engaging content such as images, videos, infographics, blog posts, and other content that is relevant to the target audience and aligned with the brand's voice.
- Managed and monitored the organization's social media accounts, responded to comments and messages, and engaged with the audience to build relationships and drive engagement.
- Analyzed and reported on social media performance metrics such as reach, engagement, and conversion rates, and using the data to optimize future campaigns.
- Collaborated with other departments such as marketing, sales, customer service, and public relations to align social media efforts with the overall marketing strategy.
- Stayed up-to-date with the latest trends and best practices in social media marketing, and continually experimented with new ideas and tactics that improved social media performance.
- Managed paid social media advertising campaigns, including creating and optimizing ad content, targeting the appropriate

audience, and analyzing the effectiveness of campaigns.

- Developed and implemented social media guidelines and policies whilst ensured the organization's brand is represented appropriately and consistently across all social media channels.

● Data Miner, Appointment Setter and Lead Generation Specialist at Classic Web Solutions  
Melbourne, Australia  
March 2014 — August 2014

- Conducted market research to identify potential customers and market trends.
- Developed and implemented lead generation strategies and campaigns to attract potential customers and clients.
- Created and managed email campaigns, social media advertising, and other digital marketing activities to generate leads.
- Conducted cold-calling, direct mail, or other outreach activities to connect with potential customers.
- Qualified leads based on established criteria, such as budget, need, authority, and timeline (BANT).
- Managed and updated the organization's customer relationship management (CRM) system and database thus, ensured accurate and up-to-date lead information.
- Provided regular reports and analysis of lead generation campaigns to track performance and identified areas for improvement.
- Collaborated with sales teams and other departments to ensure successful lead hand-off and follow-up.
- Stayed up-to-date with industry trends and best practices for lead generation.

- Lead Generation Specialist and Catalog Designer (Adobe Illustrator) at YK-Ads  
Guangzhou Shi, China  
February 2017 – July 2017

- Did Keyword Search (SEO).
- Gathered relevant photos.
- Uploaded the product photos to the website.
- Revised any minisite contents as per Alibaba's policies.
- Designed the catalogues.
- Replied to chat and email inquiries.
- Gathered relevant information such as email address, name of the owner/manager, etc.
- Sent catalogues and proposals to the prospects.
- Gave recommendations.
- Sent quotes.
- Prepared the invoices.
- Walked through the customers in their online payment.
- Communicated through QQ.
- Documented every sale.
- Retained the customers.

- Website Review Specialist at KI Marketing at Queensland, AU  
February 2020- April 2020

- Evaluated the overall design and functionality of a website the design and layout of the site, its ease of use, and the user experience it provides and also check if the site is responsive and compatible with different devices.
- Analyzed the website's content-quality of the content, including the accuracy, relevance, and usefulness of the information presented.
- Identified technical issues such as broken links, slow loading times, or security vulnerabilities.
- Provided feedback and recommendations such as constructive feedback and recommendations to improve the website's design, functionality, content, and technical aspects.
- Stayed up-to-date with industry trends and best practices by staying informed about the latest developments in website design.

- Appointment Setting Specialist at SalesStaff, LLC at Stafford, TX  
January 2018 – March 2018

- Did B2B Cold Calling to prospects.
- Introduced the products/services of the clients.
- Gathered and confirmed pertinent information namely: name of the owner, email address, physical address, best phone number, technical-related information required.
- Educated the customers (Provided the advantages and benefits of the products and services.
- Booked for an appointment (Provided the date and the time and the clients' representatives who will meet with the prospect).
- Documented every call and appointments in the CRM.

## References

Jayne Washington  
Owner/ Manager  
WashTone Media, LLC  
Dedham, MA  
+1-781-489-3015  
jaymew@washtone.com  
<https://www.washtone.com>

Froilan Diaz  
Lead Generation Manager  
Classic Web Solutions  
Cranbourne, VIC 3977  
+61-03-5996-6053  
froilan.diaz@classicwebsolutions.com.au  
<https://www.classicwebsolutions.com.au>

Marvin Arias  
Corporate Brand Manager  
KI Marketing  
Queensland, AU  
+1-647-280-7889  
<https://www.kimarketing@gmail.com>  
Marvin@kimarketing.info

Vivian Lee  
Owner/Manager  
YK-Ads  
Guangzhou Shi, China  
+86-188-2000-2629  
vivian@yk-ads.com  
ykads.en.alibaba.com