**Patrick Merola**

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Professional Summary

* Seasoned sales and customer service professional with over four years of progressive in customer-facing roles at Sportsbet, with a focus on risk management, customer service quality assurance, and VIP account management. Prior experience includes marketing and sales roles.
* Demonstrated skills in risk management, data analysis, quality assurance, account management, and project management. Effective collaboration, people management, and mentoring skills with a strong foundation in stakeholder management. Strong track record in training and development, people management, and project management.
* Proven strong work ethic, team collaboration, and a results-driven approach. Proven record in leading teams, boosting customer engagement, and enhancing customer experience.

Skills

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| --- | --- |
| * Microsoft Office Suite * Sales * High Computer Literacy * Ability to Meet Set KPIs * Customer Service Satisfaction * Teamwork and Collaboration | * Self-Directed and Self-Driven * Highly Autonomous * Organized and Detail-Oriented * Excellent Communication Skills * Business Growth and Revenue Generation |

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Work History

FanDuel Risk Executive, 04/2019 - Current

Sportsbet

* Prepared comprehensive reports on monitoring outcomes, such as fraud detections, voided bets, suspended accounts, and overall risk metrics, evidencing improved fraud prevention and loss avoidance
* Collaborated with product managers to integrate monitoring insights into real-time risk detection platform features, employing algorithms and automated decision rules
* Facilitated a customer-centric approach through cross-functional collaboration and process improvement.
* Led a team of bet review analysts in investigating suspicious transactions, collecting evidence, and assessing occurrences of fraud
* Leveraged models and algorithms utilise data for recommendations to detect suspicious betting patterns like arbitrage, steam moves, and max betting which could indicate insider actions or coordinated fraud

VIP Learning & Quality Advisor/ Customer Service Quality Advisor

* Managed a portfolio of ~120 VIP customers, successfully fostering engagement, loyalty, and increased spending
* Consistently exceeded monthly review targets and customer satisfaction levels, managing an average of 100 calls daily with a 98% quality of service rating significantly above KPI's.
* Facilitated onboarding and training of new Account Managers on systems, processes, and service skills for managing VIP customers and high-spenders
* Conducted quality assurance reviews of Account Manager calls, emails, and customer interactions to ensure adherence to service standards
* Provided constructive feedback to Account Managers to enhance customer service delivery
* Oversaw key performance indicators and quality scores for the VIP Account Management team

Customer Service Agent / SME Supervisor

* Monitored individual agent performance using quality assurance software and reporting tools, providing actionable recommendations to optimize workflows, systems, and quality monitoring practices.
* Audited interactions between Customer Service agents and customers to evaluate and enhance service quality
* Independently conducted individual and group training sessions for Customer Service agents, providing one-on-one coaching as needed
* Tracked and analysed quality assurance metrics across the customer service operation, including call handle times and resolution rates
* Identified opportunities for training and improvement in customer service processes and policies

Customer Stylist, Salesperson and Shift Supervisor, 08/2013 - 04/2019

Calibre Clothing & Dick Smith

* Ensured superior customer service and boosted sales by offering tailored product demonstrations, comprehensive product knowledge, effective upselling, and developing new sales leads
* Maintained optimal stock levels and appealing visual merchandising, contributing to a well-organized shopping environment and seamless customer experience
* Led, trained, and supervised junior staff, fostering a supportive and productive work atmosphere
* Stepped into the role of interim store manager as needed, demonstrating adaptability, reliability, and leadership

Marketing Executive, 07/2015 - 04/2016

Dick Smith Head Office

* Conceptualized and created engaging online content to highlight and explain complex products to customers, including copywriting and content creation for the company website during significant campaign periods
* Employed effective digital marketing strategies and Search Engine Optimization techniques to improve online visibility and user engagement
* Independently simplified intricate product specifications into understandable descriptions, facilitating an easy and informed shopping experience for customers.

Education

Bachelor of International Business: International Business Strategy, 2017

RMIT University - Melbourne

Majored in International Business Strategy with courses on global consumer behaviour, international marketing, international finance, and international trade policy.

Associate Degree of Business: 2016

RMIT University - Melbourne, VIC