

Juan Rivera

Executive Assistant, Business Developer, & Digital Marketing Specialist

CONTACT INFO

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Hi there! I am an enthusiastic and driven professional with 7 years of experience in sales, marketing, and customer support across multiple industries. With my passion for overcoming challenges and setting challenging goals for myself, I have honed my ability to tackle obstacles and create innovative solutions. As an Executive Assistant, Business Developer & Digital Marketing Specialist, I bring a unique blend of technical expertise, creativity, and communication skills to the table, allowing me to collaborate effectively with cross-functional teams and deliver impactful results for my clients. Whether it's developing new business opportunities, executing targeted digital campaigns, or optimizing processes for maximum efficiency, I am dedicated to delivering outstanding performance and exceeding expectations. I am excited to bring my skills and experience to a new challenge and contribute to the growth and success of your organization.

WORK EXPERIENCE

- **Business Developer, Elaniin | San Salvador, El Salvador | April 2021 - February 2023**

As a Business Developer at Elaniin, I leverage my past experiences and embrace ongoing learning to drive business results in a technically demanding environment. My responsibilities include securing new clients, nurturing relationships with existing ones, and conducting market analysis to identify new business opportunities. Utilizing my strong analytical skills and understanding of industry trends, I develop strategies to increase the company's productivity and growth.

- Collaborated with sales and marketing departments to support client acquisition.
- Pitched ideas for business development to the executive team and gave in-depth presentations to clients using effective public speaking skills.
- Performed client research and identify opportunities for account growth, account penetration, and market expansion.
- Negotiated, prepared, and signed contracts with clients.
- Identified and pursued valuable business opportunities to generate new company revenue and improve bottom-line profitability.
- Evaluated client business needs and matched customers to appropriate products and resources.

- **Sales Representative, The Office Gurus | Santa Tecla, El Salvador | December 2019 - April 2021**

As a sales representative in a call center, I have gained extensive experience in managing customer relationships and promoting products and services. I have developed effective communication and negotiation skills, and have demonstrated my ability to meet or exceed sales targets. I have also learned to work in a fast-paced environment and handle challenging situations effectively. I am confident in my ability to continue providing excellent customer service and driving the success of the company.

- Retained excellent client satisfaction ratings through outstanding service delivery.
- Created professional sales presentations and seminars to demonstrate product features and competitive advantages effectively.
- Met with existing customers and prospects to discuss business needs and recommend optimal solutions.
- Developed and delivered engaging sales presentations to convey product benefits.
- Generated weekly and monthly reports on sales performance to provide recommendations to meet sales goals.
- Utilized CRM software to manage customer accounts and track performance metrics.
- Collaborated with cross-functional teams to identify and address customer needs.

- **Executive Assistant/Virtual Assistant, Uassist.ME | San Salvador, El Salvador | May 2018 - August 2019**

At UAssist.Me, I was privileged to work with a diverse array of clients, each with their own unique background and needs. These clients included brokers, e-commerce platforms, social media management companies, personal assistants, and more. The experience provided me with valuable professional growth, as I had to learn and adapt to the specific requirements of each client, even in areas where I had no prior experience. The challenge of serving such a diverse clientele allowed me to broaden my skill set and grow as a professional.

- Executed travel arrangements by researching and booking flights and accommodations.
- Entered supervisor's shopping list into an online shopping site and coordinated deliveries.
- Developed complex reports in Excel for cost reporting.
- Prepared PowerPoint presentations and ran slide shows remotely for virtual meetings.
- Coordinated Skype calls across multiple time zones.
- Completed business correspondence, transcription, and data entry.
- Managed CRM input, exports, and clean-up.
- Conferred with customers by telephone, chat, or email to provide information.
- Kept extensive contact list updated with new contacts and changes to existing contacts.
- Answered and screened calls to provide information, schedule appointments, and take detailed messages.
- Monitored emails, organized inboxes, and prioritized messages for supervisors.
- Facilitated timely delivery of special projects to meet organizational and departmental objectives.

- **Customer Service Advocate, Telus International | San Salvador, El Salvador | November 2015 - April 2018**

At Telus, I honed a variety of skills, including empathy, patience, professionalism in communication, and negotiation. I also developed my ability to communicate effectively and maintain a professional demeanor. I take pride in my growth as a people-oriented professional.

- Helped a large volume of customers every day with a positive attitude and focus on customer satisfaction.
- Promoted superior experience by addressing customer concerns, demonstrating empathy, and resolving problems swiftly.
- Learned and maintained an in-depth understanding of product and service information to offer knowledgeable and educated responses to diverse customer questions.
- Provided primary customer support to internal and external customers.
- Maintained customer satisfaction with forward-thinking strategies focused on addressing customer needs and resolving concerns.
- Updated account information to maintain customer records.
- Offered advice and assistance to customers, paying attention to special needs or wants.
- Answered customer telephone calls promptly to avoid on-hold wait times.

- Responded to customer requests for products, services, and company information.
- Developed and updated databases to handle customer data.

- **Supervisor at Teleperformance | San Salvador, El Salvador | December 2012 - August 2015**

At Teleperformance, I started as a customer service advocate for AT&T, and as the account kept growing I became a supervisor of a team of 16 people. I learned a lot from that experience in areas such as leadership, people-oriented business, goals, etc. I was really happy with my team and everything we were able to accomplish back then.

- Assist in the formulation of targets for individuals and teams
- Answer questions from staff and provide guidance and feedback
- Anticipate escalation and take over calls when needed
- Devise ways to optimize procedures and keep staff motivated
- Measure performance with key metrics such as call abandonment, call waiting etc.
- Ensure adherence to policies for attendance, established procedures etc.
- Keep management informed on issues and problems
- Prepare monthly/annual results and performance reports

LANGUAGES

- English - C1 Level
- Spanish - Native Level

EDUCATION

University: Universidad Dr. José Matías Delgado | Antiguo Cuscatlán, El Salvador
Title: Bachelor's Degree in Communication Sciences | 2014-2019

My education in communications sciences has provided me with a comprehensive understanding of the field, including strategic communication, information technology, media communication, message design, and transmedia products, as well as advertising and marketing, organizational communication, journalism, and communication and culture. This strong foundation has equipped me with the skills to excel in a variety of professional settings.

CERTIFICATIONS

- Introduction to Social Media Marketing, Coursera & Meta
 - Fundamentals of advertising on social media, Coursera & Meta
 - Social media management, Coursera & Meta
 - Advertising with Meta, Coursera & Meta
 - Measure and optimize social media marketing campaigns, Coursera & Meta
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SOFTWARE

- Microsoft Office (Word, Excel, PowerPoint)
- Google Workspace (Docs, Sheets, Slides)
- Trello
- Notion
- Slack
- Asana
- ClickUp
- HubSpot CRM
- Adobe Photoshop (Basic Level)
- Adobe InDesign (Basic Level)
- Adobe Illustrator (Basic Level)
- Adobe Premiere (Basic Level)
- LinkedIn Sales Navigator
- Apollo.io
- Zoom