

Adrian Cunanan | Shopify Operations Director & E-commerce Tech Specialist

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Executive Profile

Hands-on **Shopify Operations Director** and **Technical Support Engineer** with a unique blend of e-commerce leadership and telecom infrastructure expertise. Proven track record of scaling dropshipping brands, building high-performance support teams, and managing technical compliance (A2P SMS/VoIP). Expert in aggressive revenue protection (Dispute Defense) and complex system configurations (RingCentral/Salesforce). Available 7 days a week for operational leadership.

Core Competencies

- **E-commerce Operations:** Shopify Admin, Order Fulfillment, Inventory Management, Supplier Relations.
- **Technical Infrastructure:** RingCentral PBX, VoIP/SIP, TCR Registration, A2P SMS Compliance.
- **Financial Defense:** Chargeback Resolution (Compelling Evidence 3.0), Risk Analysis, Fraud Prevention.
- **Tech Stack:** Freshdesk, Gorgias, Salesforce, Slack, Google Workspace, ChatGPT/Gemini (AI Automation).

Professional Experience

Confidential E-commerce Brand Remote (Contract)
Shopify Operations Director May 2025 – Present

- **Team Construction:** Built the customer support department from the ground up, hiring and training agents to handle high-volume tickets with a CSAT score consistently above 4.8/5.
- **Revenue Recovery:** Implemented forensic evidence protocols for PayPal/Stripe disputes, successfully reversing illegitimate chargebacks.
- **Process Automation:** Integrated AI-driven response templates within helpdesk systems, reducing First Response Time (FRT) by 40%.
- **Operational Integrity:** Managed daily order flow, enforcing strict IP/AVS verification for high-risk orders to prevent fraud before fulfillment.

RingCentral Quezon City
Technical Support Engineer 1 Jan 2025 – Present

- **Compliance Specialist:** Managed TCR registration for A2P SMS campaigns, ensuring clients adhere to strict messaging regulations—a critical skill for e-commerce SMS marketing.
- **System Architecture:** Designed complex call flows, IVR auto-attendants, and phone number pooling for enterprise clients scaling their support operations.
- **Troubleshooting:** Diagnosed and resolved intricate SMS routing errors and VoIP connectivity issues.

TSD Global Taguig
Loyalty / Sales Agent Oct 2023 – Oct 2024

- **Retention Strategy:** Specialized in high-stakes customer retention, using negotiation and empathy to de-escalate cancellation requests.
- **Performance:** Consistently ranked in the top tier for saving accounts and upselling value-added services.

iQor Cavite
Senior Technical Support Representative Feb 2021 – Apr 2023

- **Advanced Diagnostics:** Provided Tier 2 technical support for hardware and software issues, serving as a subject matter expert for junior agents.
- **One of the Team of Experts:** Selected for the specialized "Team of Experts" to handle escalated and complex cases.

Education

Technological University of the Philippines Manila
Bachelor of Science in Mechanical Engineering 2015 – 2019

Certifications & Training

RingCentral: PBX Configuration, Mobile/Desktopphone Setup, Phone Settings & Admin.

Technical: TCR Registration & A2P SMS Compliance, VoIP/SIP Technology.

Portfolio

Visual Proof: View live examples of my workflows, dispute wins, and SOPs at: www.adriancunanan.online