

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

Quezon City, Philippines

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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 <i>Shopify Operations Director</i>	Remote (Contract) <i>May 2025 – Present</i>
○ 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 <i>Technical Support Engineer 1</i>	Quezon City <i>Jan 2025 – Present</i>
○ 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 <i>Loyalty / Sales Agent</i>	Taguig <i>Oct 2023 – Oct 2024</i>
○ 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 <i>Senior Technical Support Representative</i>	Cavite <i>Feb 2021 – Apr 2023</i>
○ 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 <i>Bachelor of Science in Mechanical Engineering</i>	Manila <i>2015 – 2019</i>
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Certifications & Training

RingCentral: PBX Configuration, Mobile/Desktop 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