



# Nouffa S. Ali

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## SUMMARY

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Detail-oriented and highly organized professional with extensive experience in customer service, email support, and general virtual assistance. My approach combines empathy, strategic thinking, and AI services utilization to solve complex customer challenges and inquiries.

## WORK EXPERIENCE

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### VAA Philippines | Virtual Assistant

Aug 2025 - Present

- Executed comprehensive competitor analysis, benchmarking client offerings against market leaders to identify trends, pricing gaps, and strategic opportunities.
- Utilized Google Sheets for precise data management and product tracking, ensuring **100%** data accuracy for business operations.
- Conducted in-depth product research and regularly communicated with international clients to improve store visibility and drive sales growth across e-commerce platforms.

### Sharemoney® | Customer Support

May 2023 - Aug 2025

- Orchestrated end-to-end customer support across chat, email, and inbound phone calls, effectively resolving a high volume of customer inquiries daily.
- Achieved and maintained a **95% Customer Satisfaction** rating by providing timely, accurate, and empathetic solutions to client issues.

### Alorica | Content Moderator

Sept 2022 - Apr 2023

- Ensured all user-submitted content met predetermined standards for format, accuracy, and brand voice, enhancing overall quality of the platform.
- Protected branch integrity and user safety by analyzing user-generated content against strict policy guidelines, identifying and removing fraudulent or inappropriate material.

### Wipro Limited | Customer Service Representative

Sept 2021 - Aug 2022

- Facilitated clear communication and coordination between physicians, pharmacists, and other healthcare providers on behalf of patients.
- Handled a variety of service-related tasks, including **100+ daily inbound calls** and email correspondence, to resolve patient inquiries and schedule appointments.

## SKILLS AND TOOLS

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- Tools:** Freshdesk, Salesforce, Gorgias, Amazon, Maya, Retool, 3CX, Phonespeak, Google Workspace, Microsoft Suite, AI Services and Tools
- Skills:** Email Management, Communication, CRM Platforms, Data Entry, Spreadsheets, Light Editing

## EDUCATION

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Bachelor of Science in Tourism Management  
University of San Carlos

Graduated: May 2021