

# KATRINA DE LEON

Sinisian, City of Calaca, Batangas

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## PROFESSIONAL SUMMARY

Reliable and client-focused professional with hands-on experience in customer service and real estate sales. Skilled in live chat support, CRM management, lead follow-up, and appointment coordination. Known for clear communication, attention to detail, and the ability to manage tasks efficiently in fast-paced environments.

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## WORK EXPERIENCE

### Chat Support Representative

247CSR – Batangas City, Batangas

*January 2023 – April 2024*

- Responded to 60+ daily live chat inquiries, maintaining a 95% customer satisfaction score.
- Resolved client concerns efficiently, reducing repeat issues by 15% through tailored solutions.
- Collaborated with support teams to hit or exceed KPI targets across response time and resolution rates.
- Maintained a calm and professional tone across all interactions, contributing to positive customer retention.

### Customer Support Intern

Freelance / Project-Based – Remote

*June 2023 – September 2023*

- Managed incoming email and chat requests for a local e-commerce startup, helping improve support response rate.
- Practiced using CRM systems to log tickets, update customer records, and prioritize urgent concerns.
- Participated in simulated training scenarios to enhance active listening and tone calibration.

- Delivered clear product information, resolving 90% of basic concerns during first contact.

### **Sales and Marketing Associate – Real Estate**

La Aldea del Monte (Property Consultant Role)

*May 2024 – December 2024 | Batangas, Philippines*

- Promoted and sold residential properties by presenting project features to potential buyers and guiding them through the purchasing process
- Scheduled client appointments, hosted site viewings, and maintained consistent follow-ups to convert leads into buyers
- Met and exceeded monthly sales goals through effective communication, relationship building, and strategic outreach
- Collaborated with sales team leaders to execute digital campaigns and drive qualified leads through social media platforms
- Provided assistance with documentation, reservation processing, and buyer concerns to ensure a smooth sales experience
- Supported virtual sales efforts and online inquiries as part of Camella's digital sales associate initiative

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## **EDUCATION**

University of Batangas – Batangas City

Bachelor of Science in Business Administration

*Major in Financial Management*

### **Achievements:**

- Best in Feasibility Study (2023)
- Most Outstanding Student in Business Simulation (2023)

Rizal College of Taal – Senior High School

- With Honors (2020–2022)
  - Leadership Award (2021)
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## **KEY SKILLS**

- Real Estate CRM Management (KVCore, Follow Up Boss – in training)
- Appointment Scheduling and Calendar Management
- Listing Coordination and Property Research
- Lead Follow-Up and Email Support
- Cold Calling (Warm Leads and Supplier Outreach)
- Google Workspace
- Microsoft Office
- Social Media Management (Post Scheduling)
- File and Document Organization
- Customer Support and Live Chat Assistance
- Data Entry and Research
- WordPress Administration
- Communication and Admin Tools

## **Personal Skills**

- Strong Work Ethic
  - Excellent Communication
  - Attention to Detail
  - Problem-Solving
  - Adaptability
  - Time Management
  - Team Collaboration
  - Initiative and Self-Motivation
  - Professionalism Under Pressure
  - Client-Focused Attitude
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## **TRAININGS & CERTIFICATIONS**

### **Customer Service Excellence Training**

*247CSR – February 2024*

- Mastered tone adjustment, empathy in service, and problem resolution for high-satisfaction outcomes.

### **Business Opportunities & Financial Literacy Seminar**

*University of Batangas – October 2024*

- Explored entrepreneurship, smart budgeting, and practical finance for future business leaders.

### **Time Management & Productivity Tools for Remote Teams**

*DTI Webinar Series – March 2023*

- Trained in using productivity tools for managing tasks and streamlining communication in remote environments.

### **Freelancing Skills and Virtual Assistant Training**

*Trained by VA Coach Angel Jalong*

- Demonstrated proficiency in five essential freelancing and VA skills, including client communication, task management, and digital productivity.
- Certificate acknowledges the individual's dedication and accomplishment in acquiring valuable expertise.

### **Virtual Assistant Training and Internship Program**

*January 20, 2025 – February 4, 2025, | 128 Hours of Training*

- Successfully completed **128 hours of hands-on virtual assistant training and internship experience**, covering administrative support, client coordination, and productivity tools.
- Developed real-world expertise through intensive simulation and task-based virtual support modules.

### **Real Estate Virtual Assistant Masterclass**

*Trained by Coach Karen Dela Fuente | April 2025 (Online)*

- Learned core real estate VA responsibilities including calendar management, lead follow-up, and client communication
- Trained in using real estate tools such as KVCore, Follow Up Boss, Calendly, and Google Workspace
- Gained experience in listing coordination, property research, and document preparation
- Completed simulated scenarios for responding to buyer and seller inquiries professionally
- Focused on supporting real estate agents through organized, proactive, and detail-oriented virtual support.