# KATRINA DE LEON

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# PROFESSIONAL SUMMARY

Reliable and client-focused professional with proven experience in **international eCommerce customer support** and **real estate sales assistance**. Skilled in handling **Shopify operations, courier escalations, refunds/returns hierarchy, and product guidance**, while also supporting real estate teams with **CRM management, lead follow-up, and appointment coordination**. Known for delivering **warm, professional communication**, resolving issues quickly, and balancing company policies with customer satisfaction. Recognized for **attention to detail, problem-solving, and adaptability** in fast-paced, cross-cultural environments..

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**WORK EXPERIENCE**

**eCommerce & Shopify Operations Specialist**

**Customer Support Assistant – Namu Beauty & Dr. Roots (Remote – EU/Asia Market)**

## **2025 – Present**

* Provided full customer support coverage for two international Shopify dropshipping stores, with a combined 950,000+ customers and 90,000+ orders sold, ensuring warm, professional, and human communication.
* Delivered order & shipping support: sent branded tracking links, reassured customers during tracking delays, and used local courier systems (USPS, DHL, Royal Mail, Evri, Yodel, etc.) to provide proof of delivery (photos, notes, signatures).
* Escalated delivery issues with local couriers in multiple countries and coordinated with Chinese agents; resolved urgent issues by contacting customers outside of email (WhatsApp/phone) when needed.
* Followed a strict refund & compensation hierarchy: starting from $15 store credit or €5 refund, scaling up to 30%, 40%, 70%, and full refund only when necessary.
* Processed cancellations in compliance with policy: full refund including shipping within 24 hours; after that, declined politely unless Dr. Roots pre-sale rules applied.
* Conducted address verification for flagged or incomplete orders, updated details in Shopify, and coordinated with the team to prevent delivery failures.
* Created and submitted daily support reports (emails answered, refunds, reships, cancellations, escalations) and weekly finance reports (refund totals, store credits, partial refunds, major actions).
* Applied Shopify best practices: issued partial refunds manually via the right-side PayPal box without editing product quantities, ensuring accurate records.
* Resolved product concerns (damaged, missing, or incorrect items) by requesting photo proof, escalating replacements, and ensuring customers felt supported.
* Assisted with returns & non-deliverables, applying deductions for shipping + handling fees when refunds were issued instead of reshipments.
* Handled chargebacks and disputes by following internal escalation rules, prioritizing low chargeback rates with full refunds when required.
* Guided customers on product use and skincare routines: provided step-by-step instructions, personalized advice, and recommended best practices for achieving results.
* Maintained brand voice across all communications, adapting tone and closing signatures for Namu Beauty and Dr. Roots customers.

**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**

➢ Shopify eCommerce Operations (Order Management, Tracking, Refunds, Returns, Cancellations)  
➢ Customer Support & Live Chat (Email Templates, Ticket Management, Complaint Resolution)  
➢ Courier Escalations & Tracking Systems (AfterShip, ParcelsApp, Local Courier Sites, USPS, DHL, Royal Mail, Evri, Yodel)  
➢ Refund & Compensation Hierarchy Management (Store Credits, Partial Refunds, Structured Escalations)  
➢ Product Knowledge & Customer Guidance (Step-by-Step Usage, Routine Building, Personalized Advice)  
➢ Real Estate CRM Management (KVCore, Follow Up Boss – in training)  
➢ Appointment Scheduling & Calendar Management  
➢ Listing Coordination & Property Research  
➢ Lead Follow-Up & Email Communication  
➢ Cold Calling & Outreach (Warm Leads, Supplier Contact)  
➢ Google Workspace (Docs, Sheets, Gmail, Drive, Calendar)  
➢ Microsoft Office Suite (Word, Excel, Outlook)  
➢ Social Media Management (Post Scheduling, Caption Writing)  
➢ WordPress Administration (Basic Content Updates, Plugins)  
➢ Helpdesk Tools & Admin Software (Email Flagging Systems, WhatsApp Escalations)  
➢ File & Document Organization  
➢ Data Entry & Online Research

**PERSONAL SKILLS**

➢ Strong Work Ethic & Accountability  
➢ Excellent Verbal and Written Communication  
➢ Keen Attention to Detail  
➢ Fast Learner with High Adaptability  
➢ Effective Problem-Solving Abilities  
➢ Time Management & Prioritization  
➢ Collaborative Team Player  
➢ Proactive with Strong Initiative  
➢ Calm & Professional Under Pressure  
➢ Client-Centric & Results-Driven Mindset  
➢ Cross-Cultural Communication (assisting customers in different countries with courier issues)  
➢ Empathetic & Customer-Centered Approach (balancing company policies with customer satisfaction)

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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.