

Ivy Mae Fernandez Rivera

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Professional Summary

Customer Service & Marketing Professional with 3+ years of experience in high-volume client service, sales, and administrative support. Adept at handling customer relations, virtual assistance tasks, and marketing support. Skilled in CRM platforms, Microsoft and Google productivity tools, and digital marketing. Recognized for adaptability, problem-solving, and consistently exceeding performance goals. Currently transitioning into Virtual Assistance.

Core Skills

Customer Support & Communication: Conflict resolution, interpersonal skills, written & verbal communication

Technical Tools: Microsoft Office Suite, Google Workspace, Salesforce, CRM & ticketing systems, Canva

Marketing & Business Support: Digital marketing, creativity, problem-solving, research & analysis

Leadership & Management: Team collaboration, critical thinking, adaptability

Professional Experience

Alorica Teleservices Inc. – Davao City

Customer Service Representative – Getaroom Account
2021 – 2024

- Handled hotel reservations, cancellations, and modifications with 98% accuracy.
- Upsold additional services, increasing customer satisfaction and meeting sales targets.
- Promoted from Customer Sales Representative to CSR for consistent performance and conflict resolution skills.
- Delivered customer support through phone, email, and chat, enhancing client loyalty.

Concentrix Philippines – Davao City

Customer Service Representative – Macy's Account
2020 – 2021

- Assisted U.S. retail customers with online orders, billing, and inquiries.
- Resolved escalated cases with empathy and professionalism.
- Managed high call volumes while meeting KPIs for quality and efficiency.

On-the-Job Training

Philippine National Bank – Regional Asset Management Center
San Pedro – CM Recto Branch, Davao City
June – August 2018

Education

Bachelor of Science in Business Administration, Major in Marketing Management
University of Southern Mindanao
2015 – 2019

Certifications

- Certified Financial Markets Professional – East West Educational Specialist, Inc.
- Certified Advanced Equity Analyst – East West Educational Specialist, Inc.
- Certified Advanced Technical Analyst – East West Educational Specialist, Inc.

Languages

Tagalog & Cebuano – Native

English – Fluent

References

Available upon request