



KERZLE DAYRIT-SILAN

Outreach Content Executive

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Dedicated professional with over 6 years of experience in outreach content creation and HR administration. I specialize in crafting engaging, personalized email campaigns that drive results. My background in customer service and data management enhances my ability to support teams effectively. I thrive in dynamic environments, always striving for quality and collaboration, and I'm passionate about making meaningful connections through my work as an Outreach Content Executive.

Education

2021-06 - 2024-08	MBA: Master in Business Administration <i>Philippine Christian University Cavite - Dasmarinas, Province of Cavite, Philippines</i>
2013-06 - 2017-04	Bachelor of Science: Psychology <i>Lyceum of The Philippines University - General Trias, Province of Cavite, Philippines</i>

Skills

Keyword Research	■ ■ ■ ■ ■
Content Marketing	■ ■ ■ ■ ■
Microsoft Office	■ ■ ■ ■ ■
Customer Service	■ ■ ■ ■ ■
Problem-Solving	■ ■ ■ ■ ■
Time Management	■ ■ ■ ■ ■
Data Entry	■ ■ ■ ■ ■
Research Writing	■ ■ ■ ■ ■
Multitasking	■ ■ ■ ■ ■
Effective Communication	■ ■ ■ ■ ■
Active Listening	■ ■ ■ ■ ■
Organizational Skills	■ ■ ■ ■ ■



Work History

2024-04 - 2024-11

Outreach Content Executive

Accelerate Agency, United Kingdom (Remote)

- Identifying opportunities to generate leads through research.
- Responsible for gathering important information about contacts and writing copy that will engage them, based on the data gathered.
- Creating a list of various approaches and topics that will appeal to the person we're contacting.
- Consistently providing quality output within a specified time frame.
- Drafting eye-catching email subjects with a high open rate.
- Creating engaging, hyper-personalized email paragraphs that will convert.
- Doing peer reviews, where I proofread and edit the work of my fellow OCEs, to make sure that they are up to HyperP standards before they reach the Final Approval stage.
- Maintaining a well-organized spreadsheet and documents with the data I collate.

2023-08 - 2024-04

Senior Outreach VA

Accelerate Agency, United Kingdom (Remote)

- Checking personalized opportunities while hitting daily targets.
- Updating trackers in Google Sheets and Airtable.
- Double checking of tagged opportunities.
- Pod Management.
- Monitor and track key performance indicators (KPIs).
- Perform thorough quality checks on personalizers outputs to ensure accuracy and consistency.
- Checking of Outbox.
- Launching opportunities.

2022-10 - 2023-07

Outreach VA - Spot Checker

Accelerate Agency, United Kingdom (Remote)

- Checking personalized opportunities while hitting daily targets.
- Updating trackers in Google Sheets and Airtable.
- Updating outbox.
- Updating outreach schedules.
- Moving and launching opportunities in different campaigns.
- Updating conversion rates.

2022-04 - 2022-10

Outreach VA - Personalizer

Accelerate Agency, United Kingdom (Remote)

- Keeping spreadsheets up to date.
- Personalizing opportunities, efficiency, while hitting daily KPIs.
- Quick to adjust with dynamic metrics and processes.
- Handling a huge bulk of opportunities to check and analyze.

2019-09 - 2021-06

Human Resources Shared Services Connections - Administrator

Analog Devices, INC., General Trias, Cavite, Philippines (Hybrid)

- Checking meeting schedules.
- Checking, updating, and providing shuttle schedules for the HRSC team.
- Answering issues and concerns of employees (Kiosk, window, email, and phone calls).
- Data entry in SuccessFactors, SharePoint, and Kronos.
- Managing mailbox and calls.
- Generating document trackers.
- Giving support to my colleagues within our department.
- Creating organizational announcements, organization charts, and event/new hire announcements.
- Managing shuttle, cafeteria, and training invoices.
- Managing office supplies inventory and electronic request.

2019-02 - 2019-08

Case Owner Associate

DATAFLOW VERIFICATION SERVICES LIMITED – Alabang (Onsite)

- Checking open cases in the portal from time to time for verification.
- Final quality check completion.
- Assigning tasks to the respective teams.
- Auditing/checking open and closed cases in the audit portal.
- Data Validation/Error Corrections.
- Communicating and sending emails to my colleagues in another country.

2018-10 - 2019-01

Chat Support Representative

Neusoft (under John Clements Agency), Manila, Philippines (Onsite)

- Answering issues and concerns of the customers.
- Checking orders and disputes.
- Sending emails to customers and sellers.
- Helping customers to solve their problems and making customers happy and satisfied with their concerns.

2017-11 - 2018-09

Human Resources Employee's Services Assistant (Contractual)

Analog Devices, INC. (under John Clements Agency), General Trias, Cavite, Philippines (Onsite)

- Supporting Cafeteria, Shuttle, and Clinic.
- Auditing Cafeteria, Shuttle, and Clinic.
- Handling inventory of cafeteria and shuttle.
- Making/filing of billings and documents.
- Assisting in HR meetings, writing MOM.
- Assisting HR activities, making video presentations.
- Answering issues and concerns regarding Cafeteria, Shuttle, and Clinic services.
- Editing/updating Employee's Services portal in SharePoint.
- Filing data percentage in shuttle services regarding issues and concerns.

2017-06 - 2017-11

Human Resources Recruitment and Separation Staff (Contractual)

EDS MANUFACTURING, INC, Imus City, Cavite, Philippines (Onsite)

- Screening of applicants.
- Giving and checking examinations of the applicants.
- Contacting applicants.
- Interviewing applicants.
- Giving medical referrals.
- Making IDs for newly hired employees.
- Releasing of COEs.