

## WORK EXPERIENCE

### Tripadvisor - September 2023 - Current

Fraud Analyst / Fraud Prevention Specialist || Oxford, United Kingdom

I currently:

- Aid in validating new suppliers and arranging travel bookings.
- Examine information provided by customers to investigate suppliers and bookings.
- Efficiently analyse data to draw conclusions about the authenticity of suppliers/bookings.
- Make well-founded decisions based on evidence and determine the next steps for new customers.
- Comprehend and fulfil set targets to efficiently address customer requirements.
- Offer innovative ideas to enhance and expand existing Trust and Safety Team procedures.

### Valley Fundraising - June 2023 – July 2023

Fundraiser || Cardiff, United Kingdom

- Actively engaged members of the public at their homes
- Advocated Scope's work (UK's leading disability charity)
- Solicited long term, committed donations
- Maintained high standards in both the quantity and quality of new donors recruited

### BNP Paribas / Creation Consumer Finance Limited - June 2022 – November 2022

Collection Advisor || Cardiff, United Kingdom

- Spoke with customers over the phone via both inbound and outbound calling
- Empathised and engaged with customers, getting them to tell their story and explain their situation · 3 Offered positive solutions to customers with arrears
- Delivered a professional and consistent level of customer service
- Developed repayment plans that are sustainable for each individual customer's needs
- Keeping internal systems up to date

### EzToned - March 2020 – September 2022

Head Of Digital Marketing and Customer Experience || Cardiff, United Kingdom

EzToned is a fitness equipment company that offers content-led, immersive fitness training experiences (EzToned.com). As the Co-Founder & Head of Customer Service, I was responsible for building brand advocacy by delivering a world-class customer experience. During my time at EzToned, I have:

- Accumulated hundreds of 5-star reviews on EzToned's TrustPilot page and website
- Standardised and documented the company's customer engagement processes, workflows and manuals
- Dealt with all major administration roles
- Devised KPIs to measure customer satisfaction scores and Implemented customer relationship management tools like Zendesk and HubSpot
- Recruited and led a high-performing customer service team (consisting of 6 individuals) – achieved an average response timeframe of 33 minutes across all support channels
- I developed and executed digital marketing strategies aimed at driving online traffic, conversions, and sales.
- I led and oversaw various digital marketing campaigns and activities.
- I managed a team responsible for handling social media, SEO/SEM, email marketing, content creation, and advertising.
- I collaborated with other departments to align our marketing efforts with the broader business objectives and brand positioning.
- I stayed updated with industry trends and digital marketing tools to continuously innovate our strategies.
- I managed budgets, resources, and vendor relationships effectively.

- I provided strong leadership to maintain a high-performance culture within the team.
- I communicated effectively with stakeholders, team members, and external parties

#### **Tremains June 2018 – July 2019**

Lettings Negotiator || Hastings , New Zealand

- Advised clients on the letting process.
- Set up property viewings and guided potential tenants during tours.
- Selected tenants that were known for their responsibility and reliability.
- Prepared tenancy agreements and created inventories.
- Conducted thorough checks on tenant references.
- Ensured full compliance of all letting aspects with legal standards.
- Met landlords to provide advice on rental rates
- Successfully created an engaging and knowledgeable online Shopify store to increase sales and revenue
- Provided effective email, chat and phone support to 20,000+ customers worldwide

#### **AA Insurance January 2018 – July 2019**

Customer sales and Service Representative | | Auckland,New Zealand

- Delivered a level of service via phone and email that exceeded customer expectations and reinforced the AAI experience, inline with timeliness and quality
- Maintained a high level of knowledge and understanding of AA products and processes to support an exceptional customer experience
- Effectively utilised all opportunities to assess and sell AA Home, Landlord and Content products, as well as NZAA Membership and AA Life Cover

#### **Angeethi Restaurant February 2017-July 2017**

Waitress || Newcastle upon Tyne

- Taking customer orders; answering questions about the menu items, ingredients and the occasional menu specials
- Frequently checked on the customers to fulfill further requests and ensure they are having a favourable experience
- Attended daily and regular meetings with managers to learn about menu changes and occasional menu specials
- Handled cash and card payments for the customers
- Gained feedback from customers and took necessary actions to resolve any issues single handedly

#### **Phone City January 2016 – January 2017**

Customer/Technical Support Assistant | | Oxford, United Kingdom

- Attended customer enquiries over the phone and in-person
- Utilised technical skills to resolve minor customer complaints • Advised customers on possible solutions
- Repaired equipment and replaced parts/accessories

#### **EDUCATION**

- Cardiff University September 2020 - 2023 Law (LLB) Cardiff, United Kingdom
- City of Oxford College September 2014 – June 2016 IT Diploma– DDM Oxford, United Kingdom

#### **SKILLS & INTERESTS**

- Hard/Soft Skills: Strategic Planning; Active Listening; Empathetic Communications; Building Customer Loyalty; Complaint Resolution; Team Management; Business Operations; Legal Research; Drafting Briefs; Preparing Reports; Time Management; Detail-Oriented

- Technical Skills: Microsoft Office; Adobe Creative Suite; Asana; Shopify; Zendesk; HubSpot • Interests: Films; Painting; Fashion; Food; Travelling; Board Games