





CHARMIN C. CHENG

CONTACT

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SKILLS

- Strategic research
- Operational support
- Staff education and training
- Relationship-building
- Written and verbal communication skills
- Adaptive team player
- Results-oriented
- Strong customer service orientation
- Microsoft Suite
- Adherence to high customer service standards
- Exceptional interpersonal communication
- Communications

PROFESSIONAL SUMMARY

An eager individual with proven ability commended for excellence in innovation, creativity, and organization. Technology-oriented and committed to providing a high level of service and support. Skilled in working under pressure and adapting to new situations and challenges to best enhance the organizational brand. Seeking a full-time position that offers professional growth and advancement.

WORK HISTORY

Campaign Manager

01/2021 – Current

Saphyte CRM – Dubai, United Arab Emirates

- Key member of Top Up Your Funnel partnership, managing and executing campaign strategies to support pipeline and drive demand generation.
- Encompasses wide range of accountabilities from managing overall campaign, execution, and development of campaign strategy, end to end delivery of campaigns, measurement, and analytics to ensure ROI achievement.
- Responsible for driving force behind CRM strategy.
- Managing and executing marketing campaigns
- Supports in implementation of campaign strategies, workflow automation, database, campaign calendar, and follow-ups
- Works with Sales and Development Teams to gather insight and information to inform content strategy
- Updates Operations, Sales, and Support to ensure each campaign is forward planned and delivered on time
- Spearheaded client meetings to determine project needs and professional requirements and identify correct course of action to enhance client success.

Implementation Specialist

10/2020 – Current

Saphyte CRM – Dubai, United Arab Emirates

- Responsible for owning CRM requirements and its implementation from idea to launch among clients, third-party partners, and developers.
- Oversees and coordinates with clients and various departments to ensure seamless and successful implementation.
- Creates project plan for each client, detailing tasks that need to be completed for timely installation of customized software systems.
- Devised solutions to operations issues related to Saphyte CRM and other technicalities, working closely via phone, email, live chat, and web teleconference.
- Helped streamline repair processes and update procedures for support action consistency.
- Worked with software development team on reported errors and bugs on newly released features and assisted in deployment of release fixes.
- Followed up with clients to verify optimal customer satisfaction following support engagement and problem resolution.

- Assessed project scope to confirm details and understand customer expectations in advance.
- Aided senior leadership in authoring data capturing reports to identify issues and determine solutions.
- Documented specialized data and requirements to address business demands.
- Suggested solutions to developing problems during the project so that correct modification could be made.
- Delivered exceptionally high level of professionalism and support to each client, upholding company's commitment to service.
- Explained complex, technology-related issues in basic, understandable terms to clients.
- Focused solutions on industry-specific workflow, client base, and protocols, tailoring implementations to client needs.

Sales Executive

09/2018 – 10/2021

Etisalat – Dubai, United Arab Emirates

- Exceeded sales goals by 153% achievement using consultative and value-driven approach. Achieved one of the highest growth percentages company-wide in 2019.
- Strengthened profit opportunities by developing key customer relationships and managing resources to meet sales objectives.
- Exceeded sales goals and improve profitability by aligning sales strategies and business plans with market trends.
- Continuously improved customer service, brand awareness, and the company's reputation by providing an excellent customer experience.
- Provided value and quality to customers with prompt resolution of complaints and, as a result, successfully retained clients and obtained referrals to increase client base.
- Created brand awareness by offering purchase promotions and in-store events to increase customer knowledge of stores and products.
- Fostered relationships with customers to expand the customer base and enhance loyalty and retention.
- Maintained currency on industry trends and changes and participated in professional development opportunities to strengthen product and service knowledge.
- Proactively identified and solved complex strategy problems that impacted sales management and business direction.
- Established and maintained client relationships through superb communication.
- Leveraged industry, competitor, and product knowledge trends to shape value-added solutions and approaches.
- Drove new clients and avenues to build relationships and grow business opportunities.

U. S. Senior Recruiter IV

05/2017 – 09/2018

Professional Staffing Group, PSG – Makati City, Philippines

- Pioneered and established research sourcing department where leads for all lines of business were sourced and are placed.
- Worked directly with Director in spearheading research department project
- Sourced and developed sourcing lead to increased recruiting base.
- Challenged and refined current recruitment and sourcing processes by suggesting actionable improvements and innovations.

- Made inquiries about latest hiring techniques and informed management of recommendations for enhancement of processes presently used for sourcing potential recruits.
- Acted as liaison between staff and senior leaders to resolve issues and complete contracts on time and according to goals.
- Trained employees to apply industry best practices and to comply with company's protocols to optimize productivity.
- Served as liaison between business divisions to facilitate communications.
- Supported hiring managers throughout recruitment process by participating in interviews, assessments, and deliberation.
- Recruited, hired, and trained new employees to optimize profitability.

Financial Advisor

08/2016 – 09/2018

Manulife Philippines – Makati City, Philippines

- Won **Fast Starter Awardee** in closing more than ten accounts in the span of three months from joined date.
- Counselling clients on financial matters and provide recommendations on investment opportunities, products, and services based on client needs and asset availability.
- Articulated value of various financial products, including stocks, bonds, mutual funds, and insurance policies; educated clients on benefits of individual products.
- Devised business plan and identified target customers.
- Assisted clients with planning for and funding retirements using various types of investments.
- Took advantage of gaps in the market and reached out to potential new clients.

Senior Customer Service Specialist

10/2011 – 05/2017

Convergys – San Lazaro, Manila, Philippines

- Awarded as part of the **Best of the Best (BOB)** Employee of 2010
- Subject Matter Expert who trains and supports new hires on product knowledge and on CSAT management(customer satisfaction).
- Enhanced service delivery by recommending changes to procedures and products in response to customer feedback.
- Delivered expert technical support to different lead projects such as Real-time Claim Adjustments, Systematic Documentation, and Boot Camp which were successful pioneering projects that hugely impacted the entire account in terms of driving high CSAT performance.
- Reconciled benefit misinterpretations and discrepancies. Supported real-time claim adjustment requests, assisted appeal reversals and benefit misquote reviews.
- Performed in-depth research to answer more complex questions.
- Guaranteed positive customer experiences and resolved all customer complaints.
- Resolved customer issues using strong interpersonal skills and conflict resolution techniques.
- Cultivated strong value-added relationships with customers and drove business development by delivering product knowledge.
- Assisted customers with questions and concerns.
- Maintained customer happiness with forward-thinking strategies focused on addressing needs and resolving concerns.
- Implemented and developed ongoing programme initiatives through communication and collaboration.

- Maintained excellent working knowledge of industry trends and offer impeccable support to end-users.
- Resolved customer queries through effective communication and providing a step-by-step solution.

EDUCATION

Master's: Communication, 06/2018

University of Santo Tomas – España, Manila – Philippines

- Received Employee Assistance Scholarship
- Completed professional development in Communication and Research
- Concurrent Speaker on Emerging Discourses and Issues on Sustainable Development –UE-Caloocan | Feb 03–05, 2017
- Paper Presenter on the Asian Congress for Media & Communication International Conference (AMIC) |Yogyakarta, Indonesia | Oct 27–29, 2016
- Paper Presenter on the Communication Research International Conference (CRIC) |UP Diliman | Sept 22–23, 2016

Bachelor of Arts: Communication Arts, 05/2011

University of the East – Caloocan, Philippines

- Awarded [Cum Laude](#)
- Awarded Most Outstanding Communication Arts Student
- Member of Communication Arts Society and Rotary Club of Caloocan
- Received University Scholarship
- Elected to [Vice President of External Affairs](#) for Society in 2010
- Elected to Officer for [Rotary Club of Caloocan](#) in 2010
- Awarded Most Outstanding Communication Arts Student
- Dean's List 1st and second semester from 2007 until 2011

GCSE, 03/2007

Santo Niño Academy – Malitbog, Souther Leyte

- Awarded **Valedictorian**
- Awarded President Gloria Macapagal Leadership Excellence Award
- Awarded [Academic Excellence Awardee](#)
- Member of [High School Body Organization \(HSBO\)](#)
- Received Academic Scholarship
- Elected President of Student Council
- Elected for [High School Body Organization \(HSBO\)](#) in 2007