

CATHERINE VILLAPANDO

DIGITAL MARKETING & BUSINESS OPERATIONS SPECIALIST

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SUMMARY

Digital marketing, CRM, and operations support professional with 7+ years of experience across sales, customer service, leadership, and business operations. Skilled in social media content planning, Canva/CapCut content creation, CRM pipeline organization, lead follow-up, KPI reporting, customer communication, and workflow documentation. Promoted into leadership roles and recognized for strong sales performance, reliability, coaching, and process improvement.

CORE SKILLS

- **Social Media & Content:** content calendars, Canva designs, captions, reels/basic video editing, Meta Business Suite, Instagram, Facebook, TikTok
- **CRM & Lead Management:** GoHighLevel, HubSpot, Salesforce/AT&T CRM, BuyGoods/HelpGrid, pipeline updates, lead tracking, follow-up workflows
- **Executive / Virtual Assistance:** email/calendar support, scheduling, client communication, task coordination, documentation, file organization
- **Operations & Reporting:** Google Sheets dashboards, KPI tracking, sales reports, QA/coaching trackers, SOPs, process improvement
- **Sales & Customer Success:** B2B/B2C sales support, objection handling, escalations, retention-focused support, customer journey management
- **Tools:** Google Workspace, Microsoft Office, Notion, Trello, Jira, Monday.com, Slack, Zoom, Canva, CapCut, WordPress, Meta Business Suite

PROFESSIONAL EXPERIENCE

The Memorings — Co-Founder / Social Media & Operations Manager | 2025–Present

- Built and launched the brand online presence including website, brand assets, social media materials, and customer-facing content.
- Manage social media content, customer inquiries, booking coordination, event details, and client communication.
- Created Google Sheets trackers for bookings, income/expenses, performance reporting, and operational visibility.
- Designed CRM and sales operations workflows using GoHighLevel/Notion concepts to organize leads, follow-ups, payment status, and booking stages

HelpGrid — Subject Matter Expert / Sales & Customer Support | Oct 2023–Oct 2025

- Promoted to SME after consistently exceeding KPI benchmarks and maintaining strong sales, quality, and reliability metrics.
- Generated \$42K+ monthly revenue against a \$32K target while supporting real-time coaching and agent performance.
- Coached 8–10 agents, handled escalations, monitored KPIs, reviewed performance trends, and supported process improvements.
- Recognized as Top SME, Champions Club 2025 member, Revenue Per Unique Call Champion, Order Taking Sales Champion, and Upsell Warrior

Teletech — Subject Matter Expert / Customer Service & Sales Support | Sept 2021–Oct 2023

- Promoted from frontline agent after six consecutive months of strong KPI performance in a high-volume telco environment.
- Provided floor support, escalation handling, coaching, sales guidance, and performance support for frontline agents.
- Supported customer experience, technical issue resolution, call control, quality standards, and team productivity.

Additional Experience — Customer Service, Email Support & Operations | 2017–2025

- **Teleperformance Healthcare:** Handled insurance, claims, payments, medication-related inquiries, documentation, and HIPAA-compliant support.
- **Concentrix Amazon FBA:** Managed email/ticket support, seller cases, product listing concerns, account escalations, and documentation.
- **Felys Place by D&C:** Managed Airbnb bookings, guest communication, scheduling, inventory/vendor coordination, and revenue tracking.

EDUCATION & RECOGNITION

Bachelor of Science in Tourism Management - WCC Aeronautical and Technological College

- Dean's Scholar for four consecutive academic years
- Maintained a 1.50 General Weighted Average (GWA)
- Active student leader with multiple executive roles in academic organizations