



LAREINA

VIDEO INTERVIEW

EXPERTISE SKILLS

- Copywriting & Content Creation
- Social Media Content Management (Facebook, Instagram)
- Basic Graphic Design for Marketing
- Customer Service & Client Communication
- Marketing Support & Campaign Coordination
- Shopify Content Management

TOOLS

- Microsoft Office 365
- Google Workspace
- Adobe Photoshop
- Shopify
- Canva
- Facebook/Instagram
- CRM/Dialers

Customer-focused Customer Service Representative with 5+ years of experience across banking, airline, and BPO industries, delivering high-quality support through phone and chat channels. Proven ability to manage client relationships, handle inquiries efficiently, and provide accurate information on services, promotions, and account-related concerns. Brings strong communication, problem-solving, and multitasking skills to help organizations enhance customer satisfaction, build loyalty, and maintain exceptional service standards.

WORK EXPERIENCE

SOCIAL MEDIA MANAGER

Valnet, Inc. | January 18, 2021 – Present

- Managed social media platforms and customer interactions, responding to inquiries, comments, and messages to maintain strong client engagement. Monitored performance and supported brand visibility while ensuring consistent and positive customer communication across digital channels.

CHAT SUPPORT AGENT

3o-BPO | May 2020 – December 2020

- Handled real-time customer inquiries via chat, assisting with memberships, promotions, and account concerns. Maintained accuracy, responsiveness, and strong written communication to enhance customer experience.

COPYWRITER & GRAPHIC DESIGNER

Storm Media Limited | September 2020 – December 2020

- Created marketing content and visuals for Facebook campaigns and Shopify stores, combining copywriting and design to support promotional efforts and improve audience engagement.

CABIN CREW

Cebu Pacific Air | March 2016 – February 2020

- Delivered frontline customer service in a fast-paced airline environment, ensuring passenger safety, comfort, and satisfaction. Handled diverse customer interactions, resolved in-flight concerns, and maintained professionalism under pressure.

CUSTOMER SERVICE REPRESENTATIVE

Serco Global Philippines Inc. | July 2015 – March 2016

- Provided customer support as an outbound banking specialist for Barclays UK, assisting clients with promotions, account information, and service inquiries.

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WORK EXPERIENCE

BUSINESS DEVELOPMENT ASSISTANT

Metrobank and Trust Company | January 2015 – March 2015 (3 Months)

- Supported the Remittance Marketing Department at Metrobank Head Office by maintaining client relationships, monitoring client needs on a daily basis, and providing assistance to clients.

EVENT ORGANIZER INTERN

Unlimited Resource Group Phils. Inc. | March 2014 – May 2014 (3 Months)

- Supported event organization and coordination, monitored sponsors, communicated regularly with sponsors and clients through calls and meetings, and managed social media promotions across Facebook, Twitter, and Instagram.

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