

# Reynaldo “Reyn” T. Gomez

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## WORK HISTORY

### **Client Services Supervisor - Bruntwork** (November 4, 2021 - December 9, 2022)

- Support: Provide the resources, authority, training, and support necessary for VAs to deliver consistent high performance.
- Guide: Direct our VAs to work on areas for improvement and reinforce strengths to sustain the VAs' progress.
- Track: Monitor client-VA partnership health, intervening when there are performance/ quality issues.
- Help prepare VAs and build their confidence in working with their clients, and setting them up for success in the long term:
- VA onboarding: Create an onboarding plan (a.k.a. 10x Launch Plan) based on the clients' delegation needs, and effectively walk the VA through it.
- VA nesting: Find ways to make our new VAs feel ready and confident to start working with their clients, including providing resources and 1:1 coaching based on areas for improvement.
- Give VAs clear, timely, and actionable feedback based on client surveys and client feedback as relayed to the client concierge (if there's any)
- Help VAs build and improve their skills by teaching relevant skills, tactics, and techniques.
- Follow up on coaching sessions in a timely manner
- Continuous Improvement: How do we set our VAs up for success
- Playbook Feedback: Collate and communicate VAs' feedback to the Product Experience team so they can refine playbooks or create new playbooks for growing client needs, and identify the tools and systems that VAs need to help them become successful.
- VA Feedback: Collate and communicate VAs' skill gaps to optimize our training and recruitment processes.
- Recruitment - Share feedback with Recruitment Team so they can reassess sourcing and hiring strategies.
- Training - Share feedback with Training Team so they can identify the VAs' training needs and develop effective training programs accordingly.

### **Team Leader - Green Thumb Technologies Corporation** (March 4, 2019 - October 25, 2021)

- Formulate acquisition strategies by employing multiple channels like social media, word of mouth, outbound telemarketing, etc.
- Measure success rate per campaign per CS - agent to analyze effectiveness, identify weak areas and replicate success with other team members.
- Understand and learn key differentiation of our Exchange product vis a vis industry competitors
- Cascade product knowledge to CS - agents by providing product training and mentoring
- Monitor CSAT ratings of CS-agents always aiming for 5-star customer satisfaction.
- Organizing work flow and ensuring that agents understand duties and delegated tasks
- Monitoring agents productivity and providing constructive feedback and coaching

### **Training and Quality Senior Supervisor- CCK City Network INC.** (April 30, 2018 - January 8, 2019)

- Conduct training activities
- Create training modules
- Manage and implement company's and client's quality assurance and compliance standards on all accounts and campaigns

### **Team Lead – Tamaraw Emerging Technologies** September 23, 2013 - December 5, 2017)

- Provides daily direction and communication to employees so that sales goals and objectives are achieved in a timely and efficient manner
- Provides statistical and performance feedback and coaching on a regular basis to each team member.
- Addresses disciplinary and/or performance problems according to company policy
- Assist the manager with daily operations of the call center to include the development, analysis and implementation of staffing, training, scheduling and reward/recognition programs
- Shares continual responsibility for deciding how to manage the employees, ensuring calls are handled efficiently and effectively

### **Customer Service Representative – Startek Philippines** (May 31, 2010 - June 29, 2012)

- Provide assistance to customers regarding tax refunds
- Provides assistance to customers regarding mobile phone services

### **Collections Representative - NCO-RMH** (June 9, 2008 - May 27, 2010)

- Execute collection activities to delinquent card members

- 2006      **Product Specialist** – Phildata Business Systems Incorporated  
Monitors all aspects of a product life cycle, including long- and short-term development and marketing stays abreast of trends in the marketplace to ensure the product's competitive position
- 2004      **Business Development Officer** – Accord Advertising and Expert Services Incorporated  
Identify sales leads, pitch services to new clients and maintain good business relationships with existing clients.
- 2003      **Account Manager** – Infocom Technologies  
Responsible for the sales management and relationships with clients.
- 2000      **Promotions and Events Supervisor** – Club Panoly Resort Incorporated  
Organize and manage advertising and promotion campaigns.  
**Executive Assistant to the CEO**  
Provides administrative assistance through a wide range of duties such as clerical tasks, research and management roles.
- 1998      **Marketing Officer** – Philippine Bonded Warehouse Services  
Identify sales leads, pitch services to new clients and maintain a good business relationships with existing clients
- 1997      **Account Executive** – Diners Club International  
Answering sales queries, introducing company's services to prospective clients.

## EDUCATION

**Master in Business Administration** (2<sup>nd</sup> Term) – Philippine Christian University  
**Bachelor in Business Administration** - Major in Marketing – Philippine Christian University