

Melvin P. Acuros

Professional Summary

Dynamic professional with extensive experience in team leadership, business development, campaign management, and quality assurance. Adept at overseeing operations, driving performance, and ensuring quality standards across various roles. Proficient in managing teams, implementing strategic initiatives, and using data-driven insights to optimize processes. Skilled in fostering collaboration, achieving results, and delivering exceptional customer experiences.

Personal information:

- **Contact number** - +639513208144
- **Email** - melvinpacuros@gmail.com

Educational Background:

- **Bachelor of Science in Information Technologies**, University of San Agustin

Work Experiences: (All graveyard shifts)

Team Lead (Appointment Setter)

RedefinedGrowthMarketing

August 2023 - August 2024

- Led and developed a high-performing sales team, managing daily operations, training new agents, and monitoring performance to ensure targets were met.
- Conducted regular coaching sessions and team meetings to enhance skills, share best practices, and maintain motivation.
- Analyzed sales metrics to identify trends and areas for improvement, resulting in increased team efficiency and goal achievement.
- Fostered a positive work environment through recognition of top performers and open communication, boosting team morale and productivity.

Team Leader (Customer Service)

XtendOps

March 2021 - June 2023

- Managed, trained, and assessed agents, ensuring high standards of performance.
- Coordinated with QA for weekly discussions and conducted coaching sessions and team meetings.
- Identified top performers for support roles and audited calls, chats, and emails for SOP compliance.

Business Developer Specialist

Staffing Solutions

September 2020 - February 2021

- Led lead generation and outreach efforts, qualified leads, and maintained regular communication.
- Set appointments, collaborated with sales and marketing teams, and managed CRM strategies.
- Assisted in migrating CRM to a cloud-based platform.

Campaign Manager (Cold caller/Appointment setter)

Lead Generation and Donor Creation

January 2014 - August 2020

- Oversaw agent performance, developed metrics, and tracked campaign performance.
- Analyzed data, managed dialer systems, and provided client support.
- Conducted A/B testing and optimization strategies to enhance campaign effectiveness.

Quality Assurance (cold caller/appointment setter)

Avatar Technologies

October 2013 - December 2013

- Defined key performance indicators and quality metrics, established standards, and conducted quality checks.
- Utilized scorecards for performance evaluation and conducted root cause analysis for quality issues.

Skills:

- **Excellent Communication Skills:** Able to convey ideas and provide feedback to team members and clients.
- **Sales and Marketing:** Expertise in developing and executing sales strategies and marketing campaigns.
- **Leadership and Management:** Proven ability to lead, motivate, and manage teams to achieve sales goals.
- **Analytical and Time Management:** Strong skills in analyzing data, managing time effectively, and prioritizing tasks.
- **Multitasking:** Capable of handling multiple tasks simultaneously while maintaining high-quality work.
- **Customer Service:** Skilled in providing exceptional service and resolving customer issues to ensure satisfaction.