



RACHEL BANAWA

PERSONAL PROFILE

I have always been incredibly focused and self-driven in my professional roles. I view my customers as partners in business, and I'm always thinking about the value I can add to the firm and the accomplishment of its organizational goals.

CONTACT

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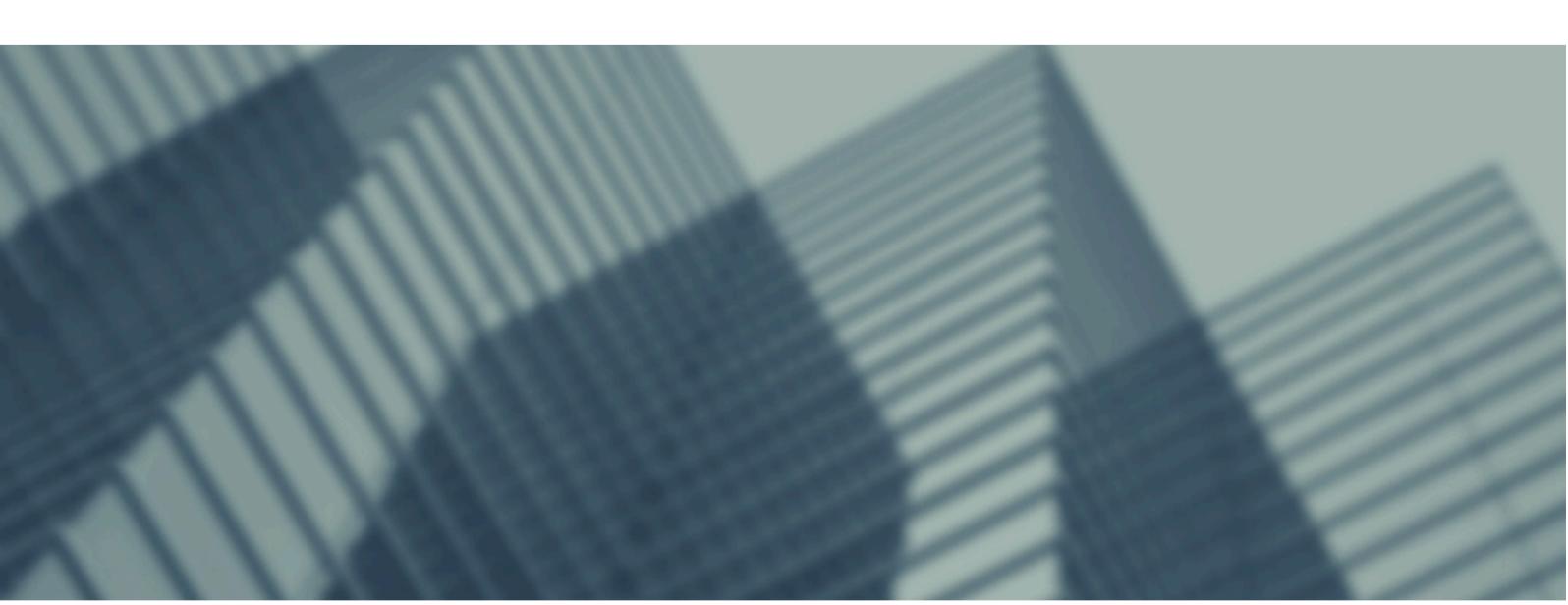
EDUCATION

Rizal College of Taal
Bachelor in Elementary
Education
Licensed Professional Teacher

WORK EXPERIENCE

Triskelex Digital (Freelance) **Influencer Marketing Expert** **November 2021- November 2023**

- Source and select social media influencers to work with brands on campaigns.
- Create an open application campaign on the TikTok Creator Marketplace and provide written notes to guide creators through the process.
- Prepare a brand board using Monday.com and share it with clients to outline the campaign's objectives, guidelines, and key messaging.
- Edit or prepare a brief to clearly outline the campaign's requirements and expectations for creators.
- Initiate outreach to potential creators and sent agreements outlining the terms and conditions of their participation.
- Review creators' video drafts to ensure they met the required standards and aligned with the campaign's goals and branding.
- Gather sentiment data from creators 3 and 14 days after the campaign went live to measure the initial engagement and long-term impact.
- Assist with creating campaign reports to measure the campaign's success and identify improvement areas.
- Expert on outreach and discovery, searching for talented creators to sign up under agency. I have managed e-commerce accounts for creators, ensuring their content strategy aligns with their personal brand and goals.
- Update and maintain existing data for accuracy and completeness. Regularly clean and organize data to ensure it is error-free and easy to retrieve.
- Enter data from various sources into designated databases or spreadsheets. Transfer information from paper formats into digital systems.
- Coordinate with team members to clarify data requirements or resolve issues. Report any system malfunctions or data-related problems.



Cognizant Technology Solutions
Senior Process Executive
Nov 2020- December 2024

- Help our social media team provide better customer service. Interact with partners and viewers who contact them through social media sites like Twitter, Reddit, forums, and the like.
- Responsible for contacting partners and viewers, promptly and effectively responding to their inquiries, and ensuring that Social Quality standards are followed.
- Assist customers with routine operational and technical questions. Monitor and evaluate text, images, videos, and reports for guideline violations, ensuring safe and appropriate user interactions.
- Take action on violating content (warnings, bans, removals) and escalate complex cases to senior teams.
- Log moderation decisions, generate reports on trends, and collaborate with teams to refine policies and improve platform safety.

Intrado, Production Team Leader
[Quality Assurance, Workforce Management, Data Analyst, Trainer]
OCT 2018- Oct 2021

- Managed and trained Conference Administrators supporting the Global IICP Conferencing Platforms
- Coordinated intraday coverage ensuring sufficient agent staffing is available for all associated IICP bridges
- Facilitated training of new staff, coaching and mentoring of existing staff, and fulfilling various administrative deliverables
- Collaborated with partner teams and counterparts overseas to ensure technical issues are reported and resolved
- Assisted in Salesforce Quality queues reporting on daily technical reports associated with outages and system issues
- Tracked and submitted relevant SLA data across the various IICP platforms to senior leadership
- Handled customer escalations and complaints originating from agent calls and/or direct customer communications
- Managed the data collection, and completion of monthly agent performance scorecards, as well as bi-annual and annual performance review runs
- Maintained various agent stats reports needed to complete agents scorecards and senior leadership related data requirements



Intrado

Global IICP Conference Administrator/ Customer Support/ Help Desk Support

APR 2016- SEP 2018

- Facilitate and support Call Execution roles across different regional teleconferencing platforms
- Assist in multiple traditional conferencing customer methods of entry across various conferencing bridges
- Confirmation and collection of requisite customer information upon joining for manual entry into conferences
- Transcribing key customer information for automated entry into scheduled conferences
- Facilitate delivery of Post Conference service outputs
- Transmit conference information that will facilitate the delivery of call recordings to the clients upon call conclusion
- Submission of client requested attendee lists to the Post Call processing team for transmittal to the clients
- Upskilled to support a total of 10 IICP Self-Managed conferencing bridge platforms for APAC, North America and Europe
- Distinctly different from the Call Execution role, this LOB supported customers conducting their own self-managed conferences
- Monitoring of all IICP bridges and taking ad hoc calls from customers requesting assistance on call functionalities and issues
- Supported clients with key functional commands available for use whilst using the service
- Assisted with technical troubleshooting for customers having issues with the platform and service
- Book video conferences and answer phone calls regarding their inquiries
- Involved critical identification of appropriate procedural sets to apply depending on which North American client is being serviced