



Kim Visperas

About Me

Adaptable, results-driven professional with strong problem-solving skills and a collaborative mindset. Passionate about delivering quality outcomes and driving team success.

Education

- Bachelor of Science in Environmental Science
- Don Mariano Marcos Memorial State University
- June 2015 - May 2019
- Mr. DMMMSU (Title Holder)
- Team Leader of the Year
- Civil Service (Professional)

Professional Skills

- Facebook Ads
- Copywriting
- Graphic Design
- Social Media Management

Language

- English
- Filipino

Citizenship

- Filipino

Character Reference

- Carol G. Galleon
- carol.galleon@gmail.com
- 09761717959
- Business Partner

WORK EXPERIENCE

- **Customer Service Representative - 08/18 to 05/21**
- **BPO Teleperformance (Baguio/Philippines)**
- Relay phone conversations between a hearing-impaired user and a caller by transcribing the hearing person's speech into real-time captions. System Monitoring & Troubleshooting
- Use voice recognition software (or voice repeat techniques) to generate accurate, near-instant captions. Detailed Task
- Monitor captioning software and report or fix minor tech issues during calls.
- **Facebook Ads Specialist - 06/22 to 05/23**
- **E-commerce (Remote)**
- Conduct audience research to define ideal customer profiles and buyer personas.
- Analyze market trends, competitors, and performance benchmarks to shape ad strategy.
- Choose appropriate campaign objectives (traffic, conversions, leads, reach, etc.).
- Plan full-funnel strategies for awareness, consideration, and conversion stages.
- Write compelling ad copy and headlines that grab attention and convert.
- Choose or design high-performing ad creatives (images, videos, carousels).
- Optimize based on KPIs: CTR, CPM, CPC, CPA, ROAS.
- **Business Manager - (06/23 to 08/23)**
- **Food Industry (La Union/Philippines)**
- Food Preparation & Kitchen Management
- Set up and manage ordering channels (Messenger, GrabFood, text, in-person).
- Create and manage social media pages (Facebook, Instagram, TikTok).
- Run basic Facebook/Instagram ads to boost visibility.
- Track daily/weekly sales and expenses.
- Build relationships with regulars and repeat buyers.

TOOLS AND PROFICIENCY

- Canva
- Meta Business Suite
- Facebook Ad Library
- Social Media Pages (Fb, Instagram, Tiktok)
- ChatGPT
- MS Office



LINKS

- Portfolio link: <https://kzvportfolio.my.canva.site/>