

Rutchel Buhayan Cabusas | Business Operations Assistant

Administrative Assistance • E-commerce Support • Order Management • Customer Support

"Optimizing workflows, managing e-commerce stores, and keeping customers happy."

Cebu City, Philippines

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PROFESSIONAL SUMMARY

Results-driven and customer-focused Customer Service and E-commerce Operations Specialist with over 8 years of experience providing multi-channel support via phone, email, live chat, SMS, and social media, consistently managing 50–100+ customer inquiries daily and maintaining CSAT scores of 85–90%. Demonstrated expertise in leading and coaching teams of up to 60 agents and Virtual Assistants, conducting QA evaluations and call audits, and ensuring KPIs and SLAs are consistently met, resulting in measurable improvements in customer satisfaction and service quality. Proven track record in e-commerce operations and order management, supporting Shopify, Amazon, Zendesk, Gorgias, Reamaze, Cloudtalk, and Workiz platforms, including order processing, fulfillment, shipment tracking, inventory monitoring, and stock replenishment. Successfully coordinated with multiple vendors and suppliers, resolving returns, cancellations, and disputes while streamlining workflows to reduce order errors and improve fulfillment efficiency by 15–20%. Skilled in process improvement and operational optimization, developing and implementing SOPs, reporting dashboards, and workflow strategies to enhance team productivity, minimize escalations, and boost Net Promoter Scores. Recognized for blending technical expertise, team leadership, and customer-focused solutions to drive repeat sales, retention, and seamless operations in fast-paced e-commerce and service environments.

KEY COMPETENCIES

- Administrative & executive support
- Business operations support
- Appointment scheduling
- Email management
- Calendar management & meeting coordination
- Customer service (phone, email & chat)
- Invoicing & billing support
- Phone support handling
- Email ticket management
- SMS & live chat support
- Data entry & data retrieval
- Report generation & presentation
- Social media customer support
- Post-purchase inquiry handling
- Order processing
- Order updates and modifications
- Order cancellations
- Order fulfillment tracking
- Payment status verification
- Returns & refunds processing
- Order verification
- Shopify order management
- Multi-store order support
- Post-sales follow-up
- Bulk order updates
- SKU management
- Subscription order management
- Tracking number verification
- Shipping updates / shipment tracking
- Shipment coordination
- Dispute processing
- Damage item handling
- Missing & wrong item resolution
- Product information support
- Pricing calculation
- Upselling products
- Inventory checking
- Shipping label generation
- Courier integration management
- Out-of-stock item management
- Vendor or supplier coordination
- Post-purchase inquiry handling
- Ticket escalation management
- VA scheduling management
- VA remote team management
- Workflow issue resolution
- QA coaching & calibration session
- QA evaluation
- Discrepancy investigation & resolution
- Inventory level monitoring
- Customer complaint resolution
- Cross-platform order coordination
- Service job creation and closure
- KPI tracking & Net Promoter Score (NPS) analysis
- Social media management
- Audience engagement
- Spreadsheet management
- Order processing
- CRM database management
- Operational process improvement
- Cross-functional team coordination
- Workflow optimization

TOOLS/PROGRAMS

Project Management & CRM: Notion, Zendesk
E-commerce & Payment Gateway: Shopify, Amazon, Hipshipper, Yaballe, Shipstation, Salesfreak, Gorgias, PayPal,
Content Creation & Social Media: Canva, Meta Business Suite
Communication: Slack, Zoom, Microsoft Teams, Google Meet, Telegram, WhatsApp, Ring Central, Viber
Admin & Productivity: Calendly, Google Workspace (Gmail, Docs, Sheets, Forms, Drive), Microsoft Office (Word, Excel, PowerPoint, OneDrive), Docusign, Hubstaff, Time Doctor, Time Clock
Artificial Intelligence (AI): ChatGPT, Google Gemini

WORK EXPERIENCE

Customer Service Representative (Part-Time) – Gabriela Moda
Remote – Massachusetts USA | September 2025 – January 2026

- Managed 50 customer inquiries per day via email, handling both pre- and post-purchase concerns including sizing, clothing materials, order updates, and customer information changes
- Assisted customers with tracking updates, cancellations, returns, refunds, and resolution of missing or damaged items, ensuring timely and accurate support
- Used Shopify to monitor orders, update customer details, and process modifications efficiently
- Coordinated with Yuntrack to track shipments and provide delivery updates to customers
- Collaborated with a single supplier to ensure smooth order fulfillment and issue resolution

Customer Service Representative – Footstr
Remote – Stockholm, Sweden | May 2024 – July 2025

- Managed an average of 80 customer inquiries per day via Gorgias, addressing pre- and post-purchase questions including product sizing, benefits of insoles, order updates, and customer information changes
- Assisted with order modifications, cancellations, and returns, ensuring timely resolution of customer concerns
- Verified tracking details and provided customers with updates to improve transparency and delivery satisfaction. Maintained an 85% customer satisfaction rate (CSAT) by delivering accurate and efficient support
- Collaborated with suppliers via WhatsApp, coordinated internal teams using Slack resolve customer issues promptly
- Used Shopify to monitor and verify order details to support smooth order processing and returns

Account Manager – Bloomly
Remote – New Farm, QLD, Australia | February 2024 – January 2025

- Managed a team of 3 Virtual Assistants (VAs), overseeing daily schedules, shift rotations, and task assignments
- Handled an average of 10 VA escalations per day, resolving issues related to delayed shipments, defective items, and return complaints to maintain smooth operations
- Coordinated with Yuntrack for shipment tracking, ensuring timely updates on lost or delayed orders
- Handled escalated customer tickets including refunds, returns, and damaged items, providing prompt resolution to minimize customer dissatisfaction
- Trained and on-boarded new team members, improving team efficiency and consistency in SOPs
- Delivered key updates on team huddles, compiled monthly reports with sales and recommend process improvements
- Utilized Shopify to monitor orders, Gorgias for ticket management, Slack for internal communication, and Google Suite for tracking performance and maintaining SOP

Customer Service Representative – IP-Agency
Remote – European Union (EU) | November 2023 – February 2024

- Managed 40 customer inquiries using Reamaze, address pre/post-purchase, order changes, cancellations & returns
- Verified tracking information and provided customers with updates to improve delivery transparency and satisfaction
- Assisted with processing disputes, particularly for damaged items for resolution and maintaining customer trust
- Maintained an 85% monthly customer satisfaction rate (CSAT) through responsive and accurate support
- Collaborated with team members via Google Meet and communicated updates efficiently using Gmail

Customer Service / Technical Specialist – QWEST
Remote/Hybrid – Mobolo, Cebu City, Philippines | September 2023 – September 2024

- Guided customers on EV charging station locations and usage instructions, enhancing adoption and satisfaction
- Supported 60 customers daily via phone and email, addressing inquiries, troubleshooting technical issues, and assisting with EV charging stations and app usage

- Placed orders, scheduled technician visits, and provided step-by-step guidance to ensure smooth customer experiences
- Maintained high-quality service with a 90% QA score and 85% CSAT, consistently meeting performance standards. Utilized Zendesk for ticket management, Five9 for phone support, Microsoft Teams for internal updates, and Outlook 365 for communication

General Virtual Assistant – Startech
Remote – Ohio, USA | June 2023 – November 2024

- Managed 100 customer inquiries per day across 5 clothing stores using Zendesk and Gorgias, handling pre- and post-purchase questions about sizing, fabric/material, order updates, cancellations, discounts, missing or damaged items, and returns/refunds
- Verified tracking information and provided timely updates to enhance delivery transparency and customer satisfaction
- Assisted with order modifications and returns in accordance with company policies using Shopify
- Collaborated with internal teams through Slack and maintained SOPs using Google Suite (Sheets and Docs)
- Maintained efficient and accurate support while chargebacks were escalated to management

Customer Service Representative – Closing Masters Garage Door
Remote – New Jersey, USA | January 2023 – May 2023

- Provided customer support via email, phone, and Facebook, handling inquiries related to garage door services including repairs, installations, and replacements
- Scheduled service appointments and coordinated with technicians for timely job completion and efficient routing
- Kept customers informed of appointment schedules, delays, and service updates for smooth customer experience
- Utilized Workiz to create and manage jobs, reschedule appointments, close completed tasks, and communicate updates to customers

Customer Service Representative – Swank a Posh
Remote – Michigan, USA | July 2020 – February 2023

- Supported 30–40 customers daily via phone, email, and in-person, addressing inquiries on product sizing, material composition (e.g., spandex percentage), shipping timelines, and post-purchase order updates
- Assisted customers with order modifications, cancellations, returns, refunds, and resolution of missing, damaged, or incorrect items, ensuring high-quality service delivery
- Promoted new products and services to existing customers, contributing to revenue growth and customer retention
- Calculated total costs and profit margins to provide accurate pricing for customer orders
- Utilized Shopify for order management, Zendesk for ticketing, Cloudtalk call support; collaborated with team via Slack

Social Media Manager (Content & Promotion Specialist) – Octick
Remote – New York, USA | October 2019 – May 2020

- Managed 80 customer email inquiries per day, addressing post-purchase concerns including tracking updates, returns, cancellations, and complaints related to quality or missing/damaged items
- Verified and updated order information using Shopify, ensuring accurate and timely responses
- Maintained communication with the team through Slack and Gmail, and participated in Google Meet sessions for updates and process changes
- Provided efficient resolution for customer issues while adhering to company policies; chargebacks were escalated to management

Elementary Teacher – Sto. Nino Smart-Child Learning Center Inc.
Onsite – Minglanilla City, Cebu, Philippines | June 2019 – March 2020

- Taught 10–15 elementary students across three subjects: English, MAPEH, and ESP, developing individualized lesson plans and classroom activities
- Maintained discipline and a safe learning environment while monitoring students' academic progress through tests, quizzes, and class activities.
- Prepared lesson materials, teaching aids, and classroom displays to enhance student engagement and comprehension
- Ensured students' health and safety during school hours and utilized Microsoft Excel, Word, and PowerPoint to organize grades, prepare lesson plans, and create interactive teaching materials

Quality Assurance Analyst – Teletech
Onsite – Cebu, Philippines | June 2019 – March 2020

- Supported a team of 60 agents, evaluating 120 calls weekly to maintain high-quality service standards and improve customer interactions
- Conducted audits of random calls, including disconnected, transferred, and short calls, identifying areas for workflow improvements
- Mentored and coached team members through QA rollouts, calibration sessions, and coaching to boost performance metrics and enhance Net Promoter Score (NPS). Fixed identified workflow issues to increase productivity and streamline processes
- Utilized NICE for call evaluation, Avaya One-X for call monitoring, and Microsoft Excel and PowerPoint for reporting, presentations, and tracking performance

Customer Service Representative – Teletech
Onsite – Cebu, Philippines | June 2015 – May 2018

- Managed 100 customer calls per day, providing support for appliance inquiries, energy-saving recommendations, shipping timelines, and post-purchase order updates
- Assisted with tracking updates, order modifications (quantity, size, color), cancellations, returns, damaged or incorrect items, ensuring prompt resolution of customer concerns
- Offered additional services such as free in-home consultations for renovations to enhance customer satisfaction and engagement
- Updated and maintained customer account information to ensure accurate records and service continuity
- Utilized Avaya One-X, Ciboodle, and MSP for call management, tracking, and internal reporting
- Handled inquiries courteously and escalated major issues to supervisors, maintaining high-quality service and customer trust

EDUCATION

Bachelor of Arts (English) – Cebu Technological University