

JENARD MUEL CUA

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PROFESSIONAL SUMMARY

Virtual Assistant specializing in customer service, sales, and CRM operations with 8+ years supporting U.S.-based clients across chat, voice, and email. Track record: 110%+ quota attainment, 9.0+ CSAT, and \$1,000–\$2,000 in daily revenue through consultative selling. Hands-on in GoHighLevel, HubSpot (3x Certified), and Microsoft Dynamics 365 — from live lead generation campaigns to full pipeline builds and workflow automation. Operates independently, documents everything, and delivers without supervision.

KEY SKILLS

- Virtual Assistant | Remote Operations | Client Communication
- Customer Service (Chat · Voice · Email) | Technical Support | Escalation Handling
- Consultative Sales & Upselling | Revenue Target & Quota Attainment | KPI & SLA Management
- CRM Management: GoHighLevel (GHL) · HubSpot · Microsoft Dynamics 365
- Lead Generation & Prospecting | Pipeline Management | Inbound Lead Qualification
- Appointment Setting & Calendar Management | Email Management & Inbox Organization
- SMS & Email Outreach Campaigns | Data Entry & Accuracy | Administrative Support
- SOP Writing & Process Documentation | EOD Reporting
- Google Workspace | Microsoft 365 | AI Tools: ChatGPT · Claude.ai · Microsoft Copilot
- HubSpot Certified x3 | Google AI Essentials

PROFESSIONAL EXPERIENCE

Sales Advisor & Customer Service Specialist

Concentrix Philippines | Aug 2022 – Mar 2026

- HP Account — Chat-Based Sales: Generated \$1,000–\$2,000 in daily revenue across ~30 chats/shift through consultative upselling and cross-selling.
- Sustained 110%+ quota attainment for most months over 2 years; consistently ranked top 5 of 10 on the team by adapting strategies to evolving revenue targets.
- Maintained <2-minute average chat response time and 10% sales conversion rate within a 20-minute chat window, meeting \$40–\$60 revenue-per-chat targets every shift.
- Microsoft & Xbox Account — Voice + Chat: Handled ~25 calls/day for Xbox Tech (account management, technical support) and 20–40 chats/day for Microsoft Account Support (account recovery, security).
- Maintained monthly NPS targets, FCR, and 90%+ QA score across all channels.

Customer Service Representative | Subject Matter Expert

Alorica Teleservices Inc. (T-Mobile) · Afni Philippines Inc. (Verizon) | Jul 2017 – Jun 2022

- Managed 30–50 daily client interactions via voice and chat for U.S.-based T-Mobile and Verizon accounts, handling billing, technical support, and account management end-to-end.
- Sustained 9.0+ CSAT scores and 60–70% FCR consistently; logged 30,000+ documented interactions over 4+ years with zero recurring errors flagged.
- Achieved 98%+ attendance across two companies over 4+ years — demonstrating the reliability and consistency remote operations demand.
- Promoted to Subject Matter Expert within 6–8 months at Afni ahead of schedule; supported a 10-agent team while managing full CSR responsibilities independently.
- Achieved 100% new hire graduation rate in 1 of 2 mentored classes at Alorica.

Lead Generation VA (Freelance)

Remote | 2-Week Live Campaign

- Sourced and loaded 140+ qualified construction company contacts into GoHighLevel (GHL) for a U.S. mobile tire service client.
- Managed full CRM operations end-to-end: data entry, pipeline stage updates (New Lead → Contacted → Qualified → Won), SMS outreach, appointment booking, and daily EOD reporting.

- Documented \$513 in confirmed revenue over 2 days (\$183 Day 1 · \$330 Day 2); fully operational from day one with no ramp-up time.

TOOLS & TECHNOLOGY

Productivity & Admin: Google Workspace (Calendar, Docs, Drive, Sheets, Slides) · Microsoft 365 (Excel, OneDrive, Outlook, Word)

Communication: Slack · Zoom · Google Meet · Calendly · Loom · WhatsApp

CRM & Marketing: GoHighLevel (GHL) · HubSpot · Microsoft Dynamics 365

AI & Automation: ChatGPT · Claude.ai · Microsoft Copilot · Grammarly

Design & Content: Canva · Adobe Premiere Pro · CapCut · OBS Studio

CERTIFICATIONS

- HubSpot Inbound Certification – HubSpot Academy, 2026
- HubSpot Inbound Sales Certification – HubSpot Academy, 2026
- HubSpot Service Hub Software Certification – HubSpot Academy, 2026
- Google AI Essentials – Google, 2026

EDUCATION

BS in Hospitality Management | PHINMA-University of Pangasinan | 2013 – 2017

REMOTE WORK SETUP

Full-time availability · Flexible U.S./UK/AU shifts · Dedicated quiet home office | Ryzen 7 Desktop · 16GB RAM · 1.6TB Storage · Webcam · Noise-Cancelling Headset | Fiber Internet + Backup Mobile Data

LANGUAGES

English – Fluent | Filipino – Native