

Ivan Karlo F. Sison

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PROFESSIONAL SUMMARY

Business Operations & eCommerce Specialist with 10+ years of experience across customer support, digital marketing, CRM, data analysis, and business operations. Experienced in managing CRM systems, building email automation workflows, developing marketing funnels, conducting market research, and supporting founders with operational and growth-focused initiatives. With a background spanning Microsoft, advertising, customer support, and eCommerce, I bring a unique ability to solve problems from both the customer and business perspective while improving processes, driving efficiency, and supporting sustainable growth.

KEY SKILLS

E-Commerce | Customer Relationship Management (CRM) | Email Automation | Lead Generation | Data Analysis | Process Improvement | Market Research | Marketing Funnels | SEO & Keyword Research | Customer Support | Travel Reservations | Hotel Booking

PROFESSIONAL EXPERIENCE

Virtual Assistant – Video Editor & Content Support

AFT TEAMS | December 2025 - Present

- Edit short-form and long-form video content for TikTok, Instagram Reels, YouTube Shorts, and YouTube, ensuring high-quality and engaging final outputs.
- Collaborate with content creators on content strategies, topics, posting schedules, and formats aligned with audience engagement and platform trends.
- Organize content calendars and support consistent publishing schedules across multiple social media platforms.
- Optimize video content through captions, transitions, pacing, and platform-specific formatting.
- Manage revisions based on creator feedback while ensuring projects are delivered on time.
- Monitor social media trends and best practices to identify opportunities to improve content performance.

eCommerce Virtual Assistant

Doneverse | June 2026 - August 2026

- Supported founders with operational, administrative, and marketing tasks, enabling greater focus on strategic business growth and high-value activities.
- Conducted market research, competitor analysis, and data analysis to support business decisions and identify growth opportunities.
- Created lead magnets and marketing assets to support customer acquisition and lead generation campaigns.
- Built and optimized marketing funnels to improve customer journeys and conversion rates.
- Managed CRM systems by organizing contacts, tracking customer interactions, and maintaining accurate customer records.
- Created and maintained email automation workflows for lead nurturing, customer onboarding, and marketing campaigns.
- Conducted keyword research and implemented SEO best practices to improve website visibility and search rankings.
- Assisted with workflow optimization, documentation, and process improvements to enhance operational efficiency.

Virtual Assistant

Resurge Agency | October 2025 - December 2025

- Managed multiple social media accounts, maintaining consistent daily operations and organized account records.
- Scheduled and published content according to content calendars and campaign requirements.
- Monitored account activity and engagement and responded to interactions when appropriate.
- Performed account verification tasks and maintained accurate account information.
- Ensured accounts followed platform guidelines and best practices to maintain account health and compliance.
- Monitored multiple chat channels, identified potential issues, and escalated concerns for timely resolution.

Trust & Safety Specialist

Microsoft | February 2024 - October 2025

- Investigated account policy violations and enforced Microsoft community and account safety standards.
- Reviewed account information, profile names, images, and user reports to identify policy violations.
- Assessed cases involving fraud, impersonation, extremist content, child safety concerns, and other high-risk policy violations.
- Investigated potentially compromised accounts and applied appropriate account protection measures.
- Assisted customers with secure Xbox account ownership transfers following verification of compromised accounts.
- Maintained detailed case documentation while meeting quality, compliance, and productivity targets.

Content Moderator / Account Security Specialist

Microsoft | August 2023 - February 2024

- Investigated flagged Microsoft accounts for suspicious or unauthorized activity.
- Verified potential account compromises and escalated confirmed security incidents according to company procedures.
- Enforced Microsoft security and moderation policies to protect customer accounts.
- Evaluated reported content and account activity for policy compliance.
- Documented investigations and maintained accurate case records while meeting quality and productivity standards.

Data Analyst

Microsoft | April 2023 - August 2023

- Investigated customer-reported issues to identify root causes and recurring trends.
- Conducted data analysis to support issue resolution and improve operational processes.
- Documented findings and escalated complex cases to appropriate teams.
- Collaborated with cross-functional teams to support timely resolution of customer-impacting issues.
- Maintained accurate reports and case documentation.

Apple Customer Support Specialist (Australia)

Concentrix – Apple RCC | July 2022 - April 2023

- Assisted customers with warranty claims, product replacements, repairs, and Apple device support.
- Tracked replacement orders and shipments while providing timely delivery updates.
- Coordinated with Apple Stores and internal teams to resolve product availability and supply-related concerns.
- Resolved billing inquiries, payment discrepancies, and account-related issues.

- Identified customer needs and recommended Apple products, accessories, and AppleCare services when appropriate.
- Maintained accurate case documentation while delivering customer support in a fast-paced environment.

Advertising Manager / Facebook Ads Specialist

TDCX | March 2020 - July 2022

- Managed and optimized Facebook advertising campaigns to improve lead generation and campaign performance.
- Conducted A/B testing across ad creatives, copy, audiences, and campaign settings to identify high-performing combinations.
- Built and optimized marketing funnels to improve conversion rates and customer acquisition.
- Developed lead magnets and integrated them into lead generation campaigns.
- Analyzed campaign performance metrics and implemented data-driven optimizations to maximize ROI.
- Adjusted targeting, budgets, and creatives based on campaign performance.

Travel Specialist

TTEC – Priceline Account | September 2019 - March 2020

- Assisted customers with flight cancellations, delays, missed connections, and other travel disruptions.
- Coordinated directly with airline partners to secure available rebooking options.
- Proactively contacted customers regarding itinerary changes and alternative travel arrangements.
- Helped travelers reach their destinations with minimal disruption while maintaining high customer service standards.
- Maintained accurate case documentation and resolution records.

Customer Support Specialist

Convergys Limited – DirecTV Account | September 2016 - November 2018

- Resolved billing inquiries, payment discrepancies, and complex account issues by coordinating with internal teams and external service providers.
- Assisted customers with billing statements, taxes, service charges, and bundled service fees.
- Provided loyalty credits, promotional offers, and retention discounts to support customer satisfaction and retention.
- Guided customers through remote troubleshooting and device resets to restore TV and related services.
- Processed new service orders, order modifications, equipment shipments, and delivery tracking.
- Processed service relocation requests and coordinated equipment transfers and installation scheduling.
- Educated customers on products, services, and account options while maintaining policy compliance.

Reservations Specialist

Teleperformance – Hilton Hotels & Resorts Account | November 2014 - May 2015

- Managed hotel reservations and provided customer support for Hilton Hotels & Resorts guests, handling bookings, modifications, cancellations, and reservation inquiries.
- Identified opportunities to upsell room upgrades, additional services, and hotel offerings based on guest needs.
- Provided accurate information on room availability, accommodations, amenities, hotel policies, and reservation options.

- Build positive customer experiences through professional communication, active listening, and effective problem-solving.
- Maintained accurate customer and reservation information while following established Hilton and Teleperformance service standards.

System Support

Informatics International College | 2013 - 2014

- Upgraded operating systems and installed standard business applications across staff workstations.
- Administered network security and VPN configurations for secure remote access.
- Managed backup, recovery, disk space allocation, configurations, installations, and upgrades.
- Provided remote desktop assistance and first-line troubleshooting for end users.

TECH PROFICIENCY

Productivity & Admin: *Excel / Google Sheets, Notion, DocuSign, Dropbox, Microsoft 365, LastPass, Zoho Assist, AnyDesk, TeamViewer, Quick Assist*

Communication: *Gmail, Outlook, Google Calendar, Microsoft Outlook Calendar, Calendly*

CRM & Marketing: *Salesforce, HubSpot, Go High Level, Zendesk, Gorgias, Freshdesk, Help Scout, Zoho Desk, Mailchimp, Omnisend, Meta Business Suite, Buffer, Hootsuite, Later, Google Analytics*

AI & Automation: *ChatGPT, Claude, Gemini, Grammarly, Zapier, Make.com, Microsoft Copilot, Canva AI, ChatGPT Tasks, Google Apps Script*

Design & Content: *Canva, Adobe Photoshop, Adobe Premiere, CapCut, OpusClip, Video Transcribing Tools*

Project Management: *Asana, Trello, ClickUp, Monday.com*

E-Commerce: *Shopify, Wix, WordPress, Kajabi*

EDUCATION

Bachelor of Science in Computer Science

Informatics International College | Cainta, Philippines | 2017

REMOTE WORK READINESS

Internet: *Primary: Converge Fiber 1000 Mbps | Backup: DITO wowfi pro 365 100mbps*

Power Backup: *APC Back UPS, 1200VA | Generator access in building*

Equipment: *Intel Core Ultra 7 265K | 32GB RAM | NVIDIA RTX 5070 | Dual monitors 32' | Xtrfy H1 & Logitech G Pro X headsets | 4K HD webcam*

Workspace: *Dedicated Home Office | Quiet environment | Professional video-call background*

Availability: *Full-time | Flexible across US (EST/PST), UK (GMT), AU (AEST) time zones*

LANGUAGES

English: *Fluent*

Filipino: *Fluent*