

Hyzell Fernandez

Senior Operations Manager | Upwork Top Rated Freelancer with 100% Job Success | Small Business Owner

hyzelle@gmail.com

Summary

Thank you for taking the time to view my profile.

I'm Hyzell Marilag-Fernandez. I'm a wife, mother, daughter, sister, friend, colleague and Entrepreneur. I always make sure to spend time with my family.

I always wanted to have a work life balance. I only achieved that when I started to work as a freelancer. Thanks to oDesk (Upwork now) for bringing the change. And I'm loving the way I work in the comfort of my own home.

I've been in the Customer Service industry for more than a decade, with substantial experience in the implementation and management of large-scale Operations, Startups and Fulfillment Strategies.

Career Milestones:

- # Driven business growth through aggressive continuous business improvement initiatives/projects that result in increased revenue growth, customer and employee satisfaction
- # Establish large-volume, high-profit accounts with extreme retention levels and client loyalty
- # Successfully build and maintain key corporate relationships and expansion
- # Successfully implemented Apprenticeship Programs that drive Employee satisfaction, growth and Retention

Areas of Expertise:

- # BPO/Customer Service industry (Inbound, Outbound, BackOffice, Ticketing System, Troubleshooting, Email & Chat Support)
- # Operations, Workforce, HR & Recruitment, Training & Quality Assurance
- # Lean & Six Sigma
- # Key Performance Indicators
- # Profit & Loss, Financial Forecasting
- # Continuous Business Improvement
- # Customer & Employee Satisfaction
- # Strategic & Operational Quality
- # Process Improvement & Project Management
- # Motivational Leadership via Conceptual Thinking & Strategic Planning

- # Dispute, Chargeback & Complaints Management
- # Workforce Management
- # Time & Motion
- # Risk Management
- # Internet / Social Media Marketing / SEO / Web Development
- # Impact Calculator & Bridge Planning

I love making new professional acquaintances. If I can't be of service, I may know others who can meet your needs. Feel free to reach out to me hyzell@a1remotecoders.com.

Experience

Senior Operations Manager at Mojo Global

April 2014 - Present (2 years 7 months)

- # Operations Management in Customer Support, Winback Department, Account Receivables, Training
- # Initiated Company Key Performance Indicators (KPIs) and implemented game changing action plans that lead towards improvement in customer satisfaction, customer retention
- # Hawk eye attention to billing discrepancies. Increased Company's cash flow by implementing ways to avoid incidental charges and credit requests
- # Helped improve Company's profitability through the strategic implementation and accurate forecasting of expected residuals
- # Managed chargeback cases with utmost care that led to 100% win, then followed by 0% chargeback since Q1 of 2016

Founder at A1 Remote Coders

June 2012 - Present (4 years 5 months)

At A1 Remote Coders we pride ourselves on being a completely CUSTOMER ORIENTED business. We build trust and long-standing relationships with our clients. We teach our clients what they need to know in order to effectively manage their online business more profitably.

Our Prices are comparable to companies who provide FEWER services for the same amount! We save you time and resources by providing superior quality services. When it comes down to it...Our goal is YOUR SUCCESS. We promise to provide you the right VA for your business. Delegate the tasks to us, and consider it done.

- # No Upfront Fees
- # No Work, No Pay
- # Dispute Working Hours
- # Free VA Replacement (in 7 days)

24-hour Cancellation Notice

100% Money Back Guarantee On Unconsumed Hours

Hand us over your tasks. Put your feet up while we do your dirty work. Do what you love, we'll do the rest!

Let's build fortune together!!!

Real Estate Virtual Assistant at REMAX Profile

September 2013 - September 2016 (3 years 1 month)

Customer Support Manager | Operations Manager | Business Development at oDesk

January 2009 - March 2014 (5 years 3 months)

Creates and executes project work plans and revises as appropriate to meet changing needs and requirements

Identifies resources needed and assigns individual responsibilities

Effectively applies methodology and enforces project standards and minimizes risk on projects

Ensures project documents are complete, current, and stored appropriately

Analyzes project profitability, revenue, margins, bill rates and utilization

Inspires coworkers to attain goals and pursue excellence

Seeks and participates in development opportunities

Suggests areas for improvement in internal processes along with possible solutions.

Reviews the status reports of team members and addresses issues as appropriate

Senior Operations Manager at One Global Contact Center

March 2009 - December 2010 (1 year 10 months)

Manages a large scale of operations for B2B on website development, SEO, PPC, cartridges and computer supplies. Also manages B2C for rechargeable phone cards, reservations and online shopping

Handles complaints, BBB responses and chargebacks

Manages profit and loss activity of accounts - Approves refunds and credits

Successfully manage client & Corporate goals including: operational metrics, profitability, productivity, CSAT

Tracks and reports performance of employees, team leaders and groups as a whole to ensure goals are met, not exceeded

Demonstrates leadership abilities with business units using appropriate influencing and consensus building skills to manage expectations and cultivate relationships

Ensures call volume forecasted is met on an hourly, daily, weekly, and monthly basis

Ensures client KPI's are met or exceeded

Ensures that support ratios are at goal

Measures, reports and communicates revenue and service level goal attainment on a daily, weekly, and monthly basis for individuals, groups and the call center overall

Ensures accurate and timely communication of client issues to and from the teams

- # Trains direct reports to ensure efficient operations. Effectively manages a diverse team and evolve them into a high powered staff
- # Interfaces with other departments within the company as needed
- # Reviews and approves performance evaluations for assigned account/s
- # Brainstorms ideas and processes to maximize call center operations
- # Ensures maximum productivity by maximizing on-phone time for all specialists to include acceptable non-productive levels
- # Evaluates general working conditions on all platforms to ensure productive and safe working conditions
- # Manage excellent client relationships through risk mitigation and ownership/accountability of client concerns
- # Successfully identify potential business growth opportunities which add value to company and client. Effectively present initiatives and plan for execution

Process Quality Analyst at Sitel

April 2007 - February 2009 (1 year 11 months)

- # Operations management and P&L responsibility for high volume back office work; exceeded service levels, team management, significant strategic planning for acquisition
- # Repositioned due to Global Operating System process of the company. Reports directly to Ops Director
- # Acts as the Operations Manager of the Back Office Team with 3 LOBs
- # Manages 38 people, 2 out of which Coach Track Trainees and 36 Agents
- # Initiated key processes for back office work in all 3 LOBs which resulted to expansion and growth
- # Responsible for the financials, KPIs and client relations of the Business Unit
- # Creates financial forecast and budgeting of risk and rewards scheme. Ensures productive hours and SLA Targets (like attendance, adherence, and compliance) are met, if not exceeded
- # Works on Succession Planning and staff development. Trains 2 Coach Track Trainees to be fully pledged Coaches. Responsible for developing organizational strategies in support of program growth
- # Provides Red zone and intervention for possible attrition and for uplifting morale and motivation of direct reports
- # Creates robust action planning for any grey areas, and initiates new processes that's beneficial for the Business Unit
- # Promoted as Process Quality Analyst from QA Sup whereas provided support to the site/operations management team by identifying opportunities for achieving high levels of positive customer experience, and leading the process and quality efforts to achieve them
- # Successfully turn over 6 sigma project which increased FCR from 60% to 78%
- # Process owner of the Account Continuous Business Improvement; whereas identifying improvement opportunities from the streamline front liners by coming up with initiatives and small projects to address them
- # Conducts Facilitation Skills Training for new Team Managers to ensure understanding in the continuous improvement process

Ensures compliance of company's processes is well implemented by Operations, Quality and Training

Team Manager at Hinduja TMT

May 2006 - March 2007 (11 months)

Senior QA at Advanced Contact Solutions, Inc.

June 2004 - May 2006 (2 years)

- # Acts as Training and Quality Assurance Supervisor who spearheaded the structure of the Program and immediate superior of Trainer and Quality Assurance Officers
- # Supervised and monitored performance and development of assigned QAs and program agents in qualitative and quantitative terms
- # Analyses and optimizes the teams performance through, supervision of assigned QAs performance, Quality Management, Effective coaching and mentoring
- # Reviews productivity and quality number and communicated of any non-compliance issues that have a direct impact on the health of the program
- # Established regularly scheduled meetings with client contacts to discuss initiatives and overall ongoing status of quality, Ensures ongoing calibration between client and ACS to meet program specific work order requirements
- # Ensures ongoing program process improvement through quality assurance to meet established program specific metrics
- # Facilitated calibration sessions with client and internal Quality team, NICE point person for quality monitoring
- # Coordinated staff scheduling, ensures motivation and dynamism of team, and provides regular updates on evolution of program as provided by the client
- # Maintains current recognition programs and modifies based on programs needs
- # Creates program specific training modules based on quality trends; implements and maintains assimilation plans
- # Acts as a customer service skill training resource across all programs and ensures the on-going training requirement of the program; provide assistance for Skill Enhancement Training.
- # Co-facilitated Enhancement Pod wherein provided assistance and continuous performance and retention check
- # Conducted NICE 8.9 Systems Training for Shift Managers, Team Managers, QA Officers and Trainers from all programs.
- # Co-authored the Quality Alert Guidelines and Spearheaded the Scan sheet Revision; Designed and developed the Intranet site for the program.

Customer Service Representative at ePLDT Ventus

August 2002 - May 2004 (1 year 10 months)

Quality Assurance Specialist at Immequire Philippines

March 2001 - October 2001 (8 months)

Projects

oDesk Enterprise Solutions

October 2010 to Present

Members:Hyzell Fernandez

oDesk CSS

May 2010 to January 2013

Members:Hyzell Fernandez

Christland Pty Ltd

January 2010 to November 2012

Members:Hyzell Fernandez

Why Brand Pty Ltd

March 2012 to July 2012

Members:Hyzell Fernandez

Lost & Found Asset Recovery

March 2013 to Present

Members:Hyzell Fernandez

Strategic Web

March 2013 to Present

Members:Hyzell Fernandez

Skills & Expertise

Call Centers

Team Management

Training

Operations Management

BPO

Call Center

Management

Quality Assurance

Outsourcing

SEO

Customer Service

Project Management

Inbound Marketing

Performance Management

Change Management

Customer Satisfaction

Account Management

Team Leadership

Program Management
Software Documentation
Start-ups
Telecommunications
Human Resources
Lead Generation
Team Building
Service Delivery
Technical Support
Coaching
Business Development
Vendor Management
Process Improvement
PPC
Six Sigma
Customer Experience
Analysis
Recruiting
Process Management
Contact Centers
Business Analysis
Business Process
Employee Relations
Business Process Improvement
CRM
Talent Acquisition
Strategic Planning
Chargebacks
Dispute Resolution
Business Process Outsourcing (BPO)
Customer Relationship Management (CRM)
Leadership

Education

De La Salle University

Bachelor of Arts (B.A.) Major in Political Science, Major in Political Science, 1996 - 2000

Activities and Societies: Teatro La Salliana, Ningas ng Kasaysayan, Samahan sa Agham Pampulitika

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2 person has recommended Hyzell

"Every day I will remain thankful for the work Hyzell has done for us! Hire her! You'll be amazed!"

— **Sam Botta**, *Host on the Red Carpet/Producer of Television and Radio Programs, LiveFearless with Sam Botta*, managed Hyzell at oDesk

"Hyzell is an exemplary young woman who has a positive and successful future a head of her. Hyzell never loses site of the creative concept. She is a visionary who makes things happen quickly because she begins a project with the end in mind. As the author of a new book, *FIRST PERSON CAT*, I cannot recommend Hyzell highly enough, because her resourcefulness and expertise has helped to put this book "out there" for the world to see. Hyzell's ingenuity, honesty, and good work ethics has made her sensitive to the feelings of others, and this is important to me because I know she will conduct her day-to-day work from this positive perspective. Whatever Hyzelle is asked to do, it is always going to be a job well-done, and as long as Hyzell is at the helm, I expect to be successful for a long time to come. I absolutely could not do without her, and I hope I never have to be without her"

— **Jacque Heebner**, was Hyzell's client

[Contact Hyzell on LinkedIn](#)