



# Rafael C. Catubigan

E-Commerce Specialists

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📍 Camella homes, Talisay City Cebu

## OBJECTIVE

To help business owners save time and grow their online presence by providing dependable virtual assistance, customer support, and social media management.

## EXPERIENCE

08/2024 – 01/2026

### **Digital Marketing Associate | AIconnect**

Social Media & Ads Support (VA)

- Supported social media marketing operations by **setting up, monitoring, and optimizing Facebook/Meta ad campaigns** to improve engagement and conversions.
- Conducted **audience research and targeting**, analyzing performance data to help refine campaigns and reach ideal customers.
- Managed **customer inquiries, comments, and messages** through Meta Business Suite, ensuring timely, professional, and on-brand responses.
- Assisted with **daily social media management tasks**, including message monitoring, ad performance tracking, and basic reporting.
- Maintained organized records of campaigns, insights, and customer interactions to support marketing decision-making.

08/2022 – 07/2024

### **IntouchCX**

Merchant Support Advisor | E-Commerce (Shopify)

- Provided virtual support to online business owners via inbound and outbound calls, chats, and emails, ensuring smooth day-to-day e-commerce operations.
- Assisted merchants with Shopify store management, including domains, SEO settings, order processing, billing concerns, and account updates.
- Resolved issues related to outgoing orders, payments, and store configurations to help prevent sales disruptions.
- Supported retail hardware troubleshooting (card readers, printers, barcode scanners) for both online and in-store sales.
- Maintained detailed documentation and conducted follow-ups to ensure full issue resolution and high merchant satisfaction.

12/2018 – 10/2019

### **DCI - IT Services**

Lead Generation Specialist

- Conducted targeted lead research and prospecting to support business growth in the car insurance industry.
- Executed outreach strategies to engage potential clients and generate qualified leads.
- Researched prospect needs and customized messaging to address specific pain points.
- Prepared daily reports to track outreach activities and lead generation performance.

## EDUCATION

2016 – 2021	<b>Bachelor of Science in Information Technology</b> Cebu Eastern College College/Vocational level
2012 – 2016	<b>Pardo National High School</b> Secondary level

## SKILLS

- Computer Troubleshooting
- Technical Support
- Basic Video and Picture Editing
- Task Management
- Customer Support

## TOOLS

Slack	<b>SHOPIFY</b>
ATHENA	<b>META BUSINESS SUITE</b>
CRM	<b>ZENDESK</b>
BOTCAKE	<b>PANCAKE</b>
MS OFFICE	<b>CANVA</b>