

MARICAR MARCELO

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CUSTOMER SERVICE/ LEAD GENERATION SPECIALIST

PROFESSIONAL SUMMARY

Customer Service professional with nearly five years of experience in customer support, appointment setting, and lead generation. Skilled in handling inbound and outbound calls, scheduling appointments, qualifying leads, resolving customer concerns, and building positive customer relationships. Experienced in handling difficult situations with a calm and professional approach while working in fast-paced environments.

EXPERIENCE

- **Lead Generation Specialist- GF LEADS (Construction and Restoration)** Jan 2024- August 2026
 - Conducted lead research and identified potential prospects based on target criteria.
 - Performed inbound and outbound calls to engage and qualify leads.
- **Customer Service Representative- Everise (Healthcare Account)** Jan 2023- Dec 2024

Handled sensitive customer information in accordance with HIPAA privacy and confidentiality requirements and established healthcare policies and procedures.
- **Customer Service Associate- Entain (Gambling Account)** Feb 2021 - Dec 2022

Assisted customers with account-related concerns, transactions, and service inquiries.
Managed multiple customer concerns efficiently in a fast-paced environment.
- **After Sales Service Representative- Amazon (Retail Sales)** May 2018- September 2019

Assisted customers with post-purchase concerns, including orders, deliveries, returns, refunds, and product-related issues.
- **Customer Service Representative- TaskUs (Food Delivery)** Feb 2017- March 2018

Assisted customers with food delivery orders, including order status, cancellations, refunds, and delivery concerns.

TOOLS AND PLATFORMS

- Salesforce | HubSpot | Calendly | Shopify | Zendesk | Gorgias | Google Workspace | Microsoft Office | Google Sheets & Google Docs | Slack | Zoom | Canva | Capcut | Online Research & Lead Generation Tools | Data Entry & Customer Management Systems

CORE COMPETENCIES

Customer Service & Support | Lead Generation & Prospecting | Appointment Setting | Inbound & Outbound Calls | Sales Support | Objection Handling | Email & Chat Support | Lead Qualification | CRM & Data Management

EDUCATION

Bachelor of Science in Maritime Studies
Brookfield College- Cavite