

TERESA FERNANDO

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PROFESSIONAL SUMMARY

Detail-oriented Business Administration graduate specializing in Human Resource Management, digital content moderation, local SEO, and multi-channel customer operations. Proven track record in Trust & Safety policy enforcement for high-volume video platforms, executing content strategies, driving client engagement, and managing complex customer inquiries in fast-paced corporate and remote settings.

WORK EXPERIENCE

CONCENTRIX | *Content Moderation Analyst (TikTok Campaign)* Batangas, Philippines • Jan 2026 – Sep 2026

- Evaluated user-generated video content, live streams, comments, and profile data against strict platform Trust & Safety rules and Community Guidelines.
- Maintained a **98.5% policy accuracy score** while processing high-volume queues, utilizing precise pattern recognition for complex or sensitive content.
- Identified and escalated emerging viral safety issues, misinformation, hate speech, and edge cases to regional safety operations and QA leads.
- Participated in weekly calibration workshops and policy alignment sessions to stay adapted to evolving cultural nuances and digital trust guidelines.

INTEGRITY NET SOLUTIONS & SERVICES | *Customer Service Representative* Batangas, Philippines • Jul 2025 – Dec 2025

- Assisted riders and drivers with platform onboarding, account verification, and multi-channel technical support (phone, chat, email).
- Resolved inquiries with high precision, maintaining detailed records in CRM systems while adhering strictly to service-level standards.

CYCLE FINANCING CORPORATION | *Sales & Marketing Associate* Batangas, Philippines • Nov 2024 – May 2025

- Conducted targeted local market research to analyze consumer demographics, generate verified leads, and boost financing account acquisition.
- Assisted in planning and launching promotional campaigns, supporting regional marketing goals and sales operations.

TASKUS BATANGAS | *Customer Service Representative* Batangas, Philippines • Aug 2022 – Aug 2023 | May 2024 – May 2025

- Delivered multi-channel support for an online ticketing account, achieving top customer satisfaction metrics across phone and digital chat queues.
- Supported trainee onboarding through mentorship and shadow sessions, and executed administrative listing verification workflows.

FREELANCE DIGITAL MARKETING SERVICES | *Local SEO Specialist* Batangas, Philippines • 2023 – Present

- Managed and optimized Google Business Profiles (GBP) for local SMB clients, boosting local search placement and keyword ranking.
- Designed and scheduled engaging social media content, audited profile performance metrics, and improved customer lead conversion rates.

EDUCATION

SAINT BRIDGET COLLEGE | **BS Business Administration - Human Resource Management** Batangas, Philippines • July 2018 – June 2022

- **Relevant Coursework:** HR Management, Organizational Development, Strategic Operations, Marketing & Public Relations.
- **Honors & Leadership:** Business Dept. Representative (2018–2019), Leadership Award (2018–2019), SBC Volunteer Award.

