

Iyan Riana

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SUMMARY

Dedicated Customer Service with over 3 years of experience in client-facing roles. Proven expertise in resolving queries via phone, email, and WhatsApp while streamlining communication processes. Combines technical troubleshooting skills with a customer-centric approach to provide personalized solutions and ensure high satisfaction.

WORK EXPERIENCE

Lite Regal Education

London, United Kingdom

Virtual Assistant (A freelance job)

Nov 2023 - Oct 2024

- **Comprehensive Site Management:** Proficient in creating, managing, customizing, and maintaining WordPress-based education site.
- **Elementor Proficiency:** Leveraged Elementor to design and customize the website's layout, ensuring a visually appealing and user-friendly experience.
- **Technical Troubleshooting:** Possess strong troubleshooting skills to identify and resolve issues related to WordPress core functionality, plugins, and themes.
- **WooCommerce Management:** Managed the WooCommerce backend, processing new orders, cancellations, and refunds.
- **Payment Processing:** Experienced in using Stripe as a payment gateway to facilitate secure online transactions.
- **Content Creation and Editing:** Actively contributed to the site's content by creating and editing PDF-based exam materials, ensuring accuracy and quality.

PT. SPS Global Indonesia

Tasikmalaya, West Java

Customer Service Representative (A fulltime job)

Jan 2014 - Dec 2016

- Represented company by efficiently handling customer queries daily through phone calls, emails, and WhatsApp.
- Implemented new communication strategies to streamline the customer query process.
- Utilized active listening skills to empathize with customers' concerns and provide personalized solutions.

CV. Apix Intermedia

Tasikmalaya, West Java

Technical Specialist (Internship)

Nov 2012 - Apr 2013

- Developed and executed a comprehensive marketing campaign for new product launches.
- Streamlined customer service processes by implementing a new ticketing system.
- Conducted market research and competitive analysis to identify key growth opportunities in the small business sector.

PROJECT EXPERIENCE

Digiyan Store (Personal Project)

Ciamis, West Java

Proven E-commerce Entrepreneur

Jan 2016 - Apr 2018

- **Self-Sufficient E-commerce Operator:** Successfully built and managed a WordPress-based online store from inception to substantial growth.
- **Digital Marketing Pro:** Leveraged Facebook Ads to generate an average monthly gross revenue of ~ IDR 8.300.000;
- **Full-Stack E-commerce Expertise:** Handled all aspects of the business, including website development, marketing, sales, and customer support.
- **Data-Driven Decision Making:** Utilized analytics to optimize marketing campaigns and improve overall business performance.
- **Customer-Centric Approach:** Prioritized customer satisfaction to foster long-term relationships and positive brand reputation.