

LAWRENCE ANTHONY TAN JUNTILLA

+63 9103450483

lawrenceanthonytjuntilla@gmail.com

Microsoft live:.cid.d9e0e10e141f6958

LINKEDIN

<https://www.linkedin.com/in/lawrence-anthony-tan-juntilla-74185a191/>



OMNICHANNEL TRUST & OPERATIONS PARTNER

EXPERIENCED HYBRID PROFESSIONAL DEDICATED TO DRIVING FRONT-END GROWTH AND PROTECTING BACKEND REVENUE. WITH A DECADE OF EXPERIENCE HANDLING HIGH-VOLUME ACCOUNTS AND TENSE ESCALATIONS, I SPECIALIZE IN SECURING CLIENT TRUST THROUGH ELITE CUSTOMER EXPERIENCE WHILE IDENTIFYING WAYS TO FIX THE OPERATIONAL BOTTLENECKS THAT CAUSE DELAYS. PROFICIENT IN MULTIPLE CRMS AND FOCUSED ON MANAGING THE ENTIRE CUSTOMER LIFECYCLE—FROM INITIAL LEAD GENERATION AND APPOINTMENT SETTING TO PROPERTY MANAGEMENT AND LONG-TERM RETENTION.

PROFESSIONAL EXPERIENCE

DK HARDWARE

E-Commerce Operations Specialist

MARCH 2022 – NOVEMBER 2025

- HIGH-FRICTION DE-ESCALATION: MANAGED 75+ DAILY OMNICHANNEL INTERACTIONS, SPECIALIZING IN TROUBLESHOOTING SEVERE LOGISTICAL DELAYS FOR TIME-SENSITIVE ORDERS.
- CONSISTENT SATISFACTION METRICS: APPLIED THE AER (ACKNOWLEDGE, EMPATHIZE, REASSURE) FRAMEWORK TO NAVIGATE COMPLEX, ESCALATED INQUIRIES, CONSISTENTLY MAINTAINING A 4+ (OUT OF 5) AVERAGE CUSTOMER SATISFACTION RATING DESPITE THE CHALLENGING NATURE OF THE CALLS.
- WORKFLOW DECENTRALIZATION: IDENTIFIED A BOTTLENECK IN THE TAX EXEMPTION AND REFUND PROCESS AND SUCCESSFULLY ADVOCATED TO SHIFT THE INITIAL TECHNICAL REVIEW FROM THE GENERAL MANAGER TO THE CX TEAM.
- BACKEND INTEGRATION: ASSISTED IN ENGINEERING A UNIFIED COMMUNICATION PIPELINE THAT ALLOWED THE CX TEAM TO COORDINATE DIRECTLY WITH VENDOR REPRESENTATIVES FOR MISMATCHED ITEMS, BYPASSING WAREHOUSE DELAYS.
- DATA INTEGRITY & TRACKING: ENSURED METICULOUS LOGGING OF ALL INTERACTIONS AND ESCALATION TIMELINES ACROSS CRM AND INTERNAL SPREADSHEETS TO MAINTAIN ACCURATE FOLLOW-UP AND PREVENT DROPPED CASES.

Poplar Homes

Property Manager

Oct 2021 - Mar 2022

- Managed end-to-end leasing operations and tenant relations for a distributed residential portfolio.
- Tenant Relations: Acted as the primary point of contact for tenants, handling lease inquiries, move-in coordination, and dispute resolution.

CORE COMPETENCIES

- CLIENT ACQUISITION & GROWTH: OUTBOUND APPOINTMENT SETTING, LEAD QUALIFICATION PIPELINES, AND OMNICHANNEL PROSPECTING STRATEGY.
- PROPERTY PORTFOLIO OPERATIONS: TENANT LIFECYCLE MANAGEMENT, LEASING WORKFLOW COORDINATION, AND END-TO-END ASSET SUPPORT.
- CLIENT EXPERIENCE & RETENTION: HIGH-FRICTION DE-ESCALATION (AER METHODOLOGY), ACCOUNT PROVISIONING, AND PROACTIVE RETENTION ROUTING.
- OPERATIONAL EXECUTION & DATA: SOP ARCHITECTURE, CROSS-FUNCTIONAL WORKFLOW DECENTRALIZATION, AND RIGOROUS CRM DATA INTEGRITY.

EDUCATION

Associate in Hotel and Restaurant Management

JOJI ILAGAN CAREER CENTER
Graduated 2012

Specialized Prompt Engineering

Vanderbilt University
February 2026

Data Annotation

University of the Philippines Open University
March 2026

LAWRENCE ANTHONY TAN JUNTILLA

+63 9103450483

lawrenceanthonyjuntilla@gmail.com

Microsoft Live: .cid.d9e0e10e141f6958

LINKEDIN

<https://www.linkedin.com/in/lawrence-anthony-tan-juntilla-74185a191/>

TECHNICAL ARSENAL

- CRM & E-COMMERCE INTEGRATION: SALESFORCE, SHOPIFY, ORACLE, ZENDESK, FRAPPE, AND VARIOUS ERP/OMS SYSTEMS.
- OMNICHANNEL COMMUNICATIONS: GLOCOM, CHATWOOT, AND ENTERPRISE VOIP SOLUTIONS (DIALPAD, 3CX, RINGCENTRAL, SOFTDESK, AVAYA).
- KNOWLEDGE MANAGEMENT & PRODUCTIVITY: NOTION, ASANA, SLACK, MS TEAMS, GOOGLE WORKSPACE, ADVANCED EXCEL (PIVOT TABLES, DATA MODELING), AND DATA ANNOTATION TOOLS.
- AI & WORKFLOW AUTOMATION: APPLIED PROMPT ENGINEERING FOR PROCESS OPTIMIZATION, CONTENT REFINEMENT, AND SYSTEMS INTEGRATION (CHATGPT, GEMINI, COPILOT, CLAUDE).
- RAPID TECHNICAL ADAPTABILITY: SYSTEM-AGNOSTIC PROFESSIONAL WITH A PROVEN TRACK RECORD OF MASTERING UNLISTED, PROPRIETARY, OR LEGACY ENTERPRISE PLATFORMS RAPIDLY AND WITH MINIMAL TRAINING.

PROFESSIONAL EXPERIENCE

- Maintenance Operations: Triaged maintenance requests and coordinated with vendors to ensure timely repairs, reducing vacancy turnaround time.
- System Management: Utilized property management CRM(salesforce) to track rent payments, lease renewals, and compliance documentation.

SUNRISE LEADS | Lead Data Strategist & Reporting

March 2019 – March 2021

- APPLIED "GEOMETRIC AUTHORITY" BY CONTROLLING THE DATA THAT DEFINED TEAM SUCCESS.
- DATABASE HYGIENE: OWNED THE "SOURCE OF TRUTH" FOR LEAD DATABASES. EXECUTED RUTHLESS DATA CLEANING PROTOCOLS TO ENSURE HIGH DELIVERABILITY FOR OUTREACH CAMPAIGNS (A DIRECT TRANSFER TO KLAVIYO LIST HEALTH).
- PERFORMANCE VISUALIZATION: BUILT AND MAINTAINED DAILY SCOREBOARDS (HABIT #10 OF ROCKEFELLER HABITS), GIVING LEADERSHIP REAL-TIME VISIBILITY INTO CAMPAIGN HEALTH AND AGENT PRODUCTIVITY.
- WORKFLOW OPTIMIZATION: AUDITED AND REDESIGNED THE LEAD-TO-AGENT HANDOFF PROCESS, REMOVING FRICTION AND INCREASING SPEED-TO-LEAD.

AT&T | RETENTION SPECIALIST

November 2020 – October 2021

- System Proficiency & Data Integrity: Leveraged Telegence and Oracle CRM to manage complex subscriber accounts, ensuring 100% accuracy in billing adjustments and service provisioning.
- Churn Reduction & Revenue Recovery: Executed high-stakes retention strategies to minimize customer churn, consistently meeting KPIs for "save rates" by resolving escalated billing and technical issues.

AT&T | HFC(High Frequency Callers

February 2015 – August 2019

- Customer Support Excellence: Delivered frontline assistance for AT&T customers across billing, technical, and account inquiries in high-volume call and chat environments.
- Escalation Resolution: De-escalated complex service complaints using empathy and structured communication, restoring confidence in challenging situations.
- Technical Troubleshooting: Guided customers through device setup, connectivity issues, and service outages, ensuring accurate resolution and minimal downtime.
- Cross-Team Coordination: Partnered with backend and technical teams to resolve provisioning errors and service delays, enabling seamless customer experiences.
- CRM Precision: Maintained meticulous case notes and interaction logs, ensuring compliance and smooth follow-ups across customer accounts.
- Sales & Upsell Support: Identified opportunities to upgrade plans or add services, balancing customer needs with business growth targets.