



# FAY WILLIAMS

VIRTUAL ASSOCIATE



*I am a client-oriented Virtual Associate with over 2 years of combined customer service experience in the BPO sector and in the capacity of Sales Representative. I specialize in Customer Service, B2B Sales, client management and retention.*

## SPECIALIZATIONS

---

- Customer service
- B2B Sales
- Client relationship management and retention
- Strategy building
- Business Management

## WORK EXPERIENCE

---

### **Virtual Associate**

OCT 2020 TO PRESENT

- Conduct scheduled sales call
- Onboard new clients, prepare proposals and agreements, and maintain client account and relationship
- Prepare SOP, update training materials, manage team and day to day operations for client
- Conduct weekly team meetings and prepare monthly sales and customer service reports
- Assist with sales and marketing content for products and services
- Manage projects and create content for the website
- Communicate between CEO, team, and customers
- Respond to customer calls and email inquiries
- Process customer orders and log queries

### **Customer Service/ Sales Specialist**

2014 TO 2020

- Generate and maintain monthly revenue and collections target above 90%
- Manage and maintain high customer retention
- Generate monthly and quarterly revenue report
- Schedule and conduct meetings with Managers, CEOs and key personnel for assigned accounts
- Processed high volume inbound calls for a Large eCommerce account in the BPO sector
- Maintained low AHT and high positive customer feedback

## TOOLS/ SOFTWARE

Slack, Click Up, Trello, RingCentral, Zoom, Dubsado, Klaviyo, 17Hats, G-Suite, Microsoft Office, Canva

## EDUCATION BACKGROUND

### **The University of The West Indies Open Campus**

SALES AND MARKETING 2019

### **The University of The West Indies Mona**

BSC. BIOCHEMISTRY, CLASS OF 2016