MARIE CARREL BUCAD-ZABALA

CUSTOMER SUCCESS | CUSTOMER EXPERIENCE | CUSTOMER SUPPORT

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PROFESSIONAL PROFILE

Customer-focused operations professional with 12+ years of experience supporting customer accounts, coordinating requests and helping people resolve day-to-day issues. Currently support 27 customer accounts, guiding enquiries from requirement clarification and quotation preparation through order follow-up and coordination with internal teams. Known for patient, practical communication and for helping colleagues understand software and digital tools in simple steps. Brings hands-on experience with Zoho CRM, workflow automation, Python-based tools and AI-assisted development, alongside a strong interest in user experience and helping people get value from technology.

RELEVANT STRENGTHS

Customer relationship support: Maintain communication across 27 customer accounts, clarify needs, respond to enquiries and follow through on requests and orders.

Customer needs and issue resolution: Understand customer requirements, coordinate answers with relevant teams, address day-to-day issues and keep customers informed.

User guidance and product learning: Explain software, digital tools and work processes in patient, practical steps; built an internal product-learning game for SpEC colleagues.

Clear communication: Adapt explanations to the person's level of technical knowledge and communicate with customers and colleagues in writing and conversation.

Cross-functional coordination: Work with Sales colleagues, Digital Marketing Specialists, Purchasing, Production and Warehouse to confirm costs, lead times and material availability.

Technology and continuous improvement: Use Zoho CRM, Deluge, Python and AI tools to explore automation, simplify repetitive work and improve processes.

CORE SKILLS

Customer account support; customer relationship management; customer enquiries; customer needs clarification; customer communication; customer follow-up; issue resolution; quotation preparation; order processing; user guidance; software support; product education; cross-functional coordination; Zoho CRM; Deluge custom functions; CRM workflow automation; Python-based process tools; AI-assisted research and development; process improvement; Microsoft Office; Microsoft 365; problem-solving; teamwork; independent work

PROFESSIONAL EXPERIENCE

Sales and Logistics Administrator | Speciality Engineering Chemicals (SpEC) | 2022 – Present

- Support 27 customer accounts, responding to enquiries, clarifying requirements, preparing quotations and following up on orders.
- Understand customer needs, provide practical support, resolve day-to-day issues and keep customers informed throughout order coordination.
- Coordinate with Sales colleagues, Digital Marketing Specialists, Purchasing, Production and Warehouse to confirm costs, production lead times and raw-material availability.
- Help colleagues use software, digital tools and work processes by explaining unfamiliar tasks in clear, patient, step-by-step language.
- Create Zoho CRM workflows and Deluge custom functions to automate business tasks and reduce repetitive manual steps.
- Build Python-based tools and use AI tools to explore practical ways to simplify work and improve processes.
- Support the Vice President with calendar arrangements, travel plans, business correspondence and company documents.

Sales and Marketing Administrator | Speciality Engineering Chemicals (SpEC) | November 2018 – December 2020

- Created content for LinkedIn, Instagram and Facebook and prepared email campaigns.
- Produced marketing materials and videos using digital tools.
- Coordinated directly with customers during sales and marketing activities, maintained communication and followed up on requests.
- Worked with vendors and internal teams to coordinate marketing activities and exhibitions.

Secretary / Receptionist | Speciality Engineering Chemicals (SpEC) | November 2014 – October 2018

- Provided secretarial and administrative support to the Vice President.
- Arranged appointments, meetings and business travel, including flights and hotel bookings.
- Handled phone calls and correspondence and maintained company files.

SELECTED PROJECTS

Company product-learning game: Built a browser-based interactive training game to help SpEC team members learn about company products. Used AI-assisted development to create a practical, engaging learning experience.

Career Match UAE: Developed a personal job portal project using website, database and automation technologies, with AI tools supporting parts of the development process.

CRM and process automation: Created Zoho CRM workflows and Deluge custom functions, and developed Python-based tools to simplify repetitive manual work.

EDUCATION

Diploma in Information Technology | STI College Fairview, Quezon City, Philippines | April 2011 – November 2013

ADDITIONAL INFORMATION

Dubai, UAE | Valid UAE driving licence