

Ivan du Plessis

Customer Support / Digital Operations | 📍 Southeast Asia-based | Open to APAC & EMEA Time Zone Roles

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WORK EXPERIENCE

Digital Biz Leads

Atlanta, GA + Miami, FL

Customer Support | Digital Operations Specialist

Jan 2023 – Present

- Collaborated with agency owners and Meta media buyers to deliver 100+ ad creatives weekly under tight deadlines, improving client satisfaction and campaign turnaround time by 30%.
- Managed client communications via Slack, ensuring 100% of requests were actioned and followed up on, resulting in faster issue resolution and stronger client retention.
- Designed and implemented high-converting lead generation websites using Elementor Pro, integrating GoHighLevel CRM automations that increased lead capture efficiency by 40%.

She Reigns Creative

New York, NY + California, CA

Customer Support Representative

Jul 2022 - Dec 2022

- Implemented cold email outreach campaigns using Instantly software to 10,000 prospects, achieving a 5% response rate, resulting in \$72,000 in annual sales within a 6-week period. Demonstrating strong customer support, follow-up and appointment booking skills.
- Executed A/B split testing on subject lines, email copy, and call-to-action statements, leading to a 35% increase in conversion rates, showcasing problem-solving and customer support skills.
- Developed high-converting Landing Pages that improved user experience and boosted booked appointments by 20%, highlighting customer service and problem-solving skills.

Whatagraph

Vilnius, Europe

Account Executive / Tech Support

Jan 2022 - June 2022

- Conducted an average of 5 demo calls per day, showcasing SaaS reporting software, reflecting strong communication and customer service skills resulting in 25% closed deals. Logged all interactions into Salesforce CRM.
- Delivered demo calls to CEOs and decision-makers across (APAC) Asia-Pacific region, including Australia, New Zealand, Malaysia, Singapore, India, Philippines, my calendar was jam-packed with demo & Follow up calls.
- Utilized various tech tools including Slack, Zoom, Salesforce CRM, Zendesk, Intercom, SaaS Software, ProPosify, ChargeBee, LogRocket and Google Workspace to conduct demo calls and maintain interaction logs, demonstrating proficiency in customer service software and tools.

Kitchen Bedroom Gallery (family business)

Johannesburg, South Africa

Sales Manager | Customer Support

Jan 2010- Dec 2021

- Managed 15 salespeople across 10 showrooms, increasing overall sales turnover by 25% year-on-year consistently.
- Developed and executed comprehensive training programs resulting in a 25% increase in transaction value and improved customer satisfaction, showcasing customer service skills.
- Ran the top producing showroom for 7 years, modelled its success by creating SOP's to train up other showrooms.

SKILLS & SYSTEMS

- **Tools:** CRM systems (Salesforce, HubSpot, GoHighLevel, Pipedrive), WordPress, ClickFunnels, Elementor Pro, Google Workspace, Microsoft, Slack, Notion, Zoom, Canva, ChatGPT, Zapier, Stripe, Trello, Asana, Atlassian, ClickUp, HiBob, LastPass, NordLayer VPN, Figma, Whatagraph SaaS Software, Outreach.io, LogRocket, ProPosify, ChargeBee, Chorus.ai, Calendly, Freshdesk, Zendesk, Intercom, Active Campaign, Instantly, Elementor Pro, Slack, Zoom, Loom
- **Skills:** Ticket handling, live chat, email support, onboarding, refunds, CRM updates, client retention, conflict resolution, follow-up management
- **Strengths:** Empathy, communication, active listening, problem-solving, adaptability, time management, teamwork, persuasion, customer focus, calm under pressure

OTHER EXPERIENCES

Former PADI & NAUI scuba diving instructor — trained and guided students in high-pressure environments, developing strong communication, patience, and customer-focused skills.