

ERWIN CASPILLAN CRUZ



PERSONAL DATA

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Date of Birth : July 13, 1985
Place of Birth : Quezon City,
Philippines
Citizenship : Filipino
Languages : English/Filipino
Driving License : UAE (AT)

SKILLS

- Excellent Communication
- Customer Problem Solving
- Product Knowledge
- Inventory Management
- Sales Optimization
- Customer Focus
- Time Management
- Multitasking
- Team Collaboration
- Attention to Detail
- Documentation

PROFESSIONAL EXPERIENCES

Company : **AMMEX I-Support International Corporation**
Address : 6th Floor Cyberscape Alpha Bldg. Sapphire
Road, Ortigas Center Pasig City, Philippines
Date Employed : June 30, 2023- January 31, 2025
Designation : Email and Live Chat Support
Job Description

Email Support:

- Respond to customer inquiries, complaints, and support request via email in a professional and timely manner.
- Provide clear and accurate information regarding products, services, and policies.
- Troubleshoot customer issues and assist with product setup, installation, or technical support.
- Document email conversation for follow-up and tracking purposes.

Live Chat Support:

- Provide real time assistance to customers via a live chat, answering questions related to the products, order statuses, shipping, returns, and technical troubleshooting.
- Engage with customer to resolve issues or concerns in an efficient and friendly manner.
- Handle multiple customer conversations simultaneously ensuring timely responses and resolutions.

Company : **Al Seer Trading Agencies**
Address : PO Box 31587 Dubai, United Arab Emirates
Date Employed : July 1, 2012- February 28, 2023
Designation : Sales Merchandiser
Job Description

- Responsible for product appearance and supply in various stores throughout our designated area.
- Collaborating with suppliers, manufacturers and stores to ensure proper execution of plans.
- Using POSM (point of sale material) to create more visual and to attract more customers.
- Identifying product and supply difficulties and dealing with any problems or delay as they arise.
- Managing layout plans of store and maintain inventory of products.
- Gathering information on market trends and customer reaction to products.
- Analysing sales figures, reporting growth, expansion, and change in market.

Company : **MAF Hypermarket LLC. Carrefour (Mirdif City Centre Branch)**
Address : Mirdif City Centre, PO Box 376516 Dubai, United Arab Emirates
Date Employed : November 27, 2008 – June 30, 2012
Designation : Stocker/In-house Merchandiser
Job Description

- Perform general stocking duties on a daily basis including storing and stocking products in pallets, shelves, racks, chillers and freezers.
- Move, handle and transport finished products, materials or supplies by utilizing hand jacks.
- Load, unload, and move heavy, bulky products.
- Keep the work area clean, organized, and free of hazards, and disposed of trash.
- Help and assist customer in finding merchandise and providing them with information.
- Perform other duties as assigned.
- Follow safety policies and procedures, and encourage colleagues to do the same.

Company : **Bench/ Philippines**
Address : SM City Fairview, Quirino Highway Regalado Avenue, Quezon City Philippines
Date Employed : May 2006 – July 2008
Designation : Visual Merchandiser
Job Description

- Designing and implementing in-store displays, ensuring the layout aligns with the brands identity and seasonal themes. This involves using props, mannequins, and other visual element to showcase products in an enticing way.
- Strategically place merchandise to highlight key items, new arrivals or new promotions, ensuring products are easily accessible and well organized.
- Maintaining consistency in the store overall visual presentation across all locations.
- Designing eye-catching window displays that attract passerby.
- Working with store managers, sales team and marketing teams to understand sales goals and design displays that support them.
- Staying updated on fashion trends and incorporating these into visual displays.
- Managing stock levels on the floor, ensuring that displays are always stocked and that the items are rotated regularly to promote new products.
- Ensuring that the displays remain neat, clean, and in good condition fixing items that may be out of place or damaged.

EDUCATION

Tertiary : 2003-2006 Technological University of the Philippines

- BS Industrial Education

Secondary : 1998-2002 Novaliches High School

Primary : 1992-1998 Novaliches Elementary School

