

Lara Annellia S. Molina

+971-56-258-1925 · lmolina121292@gmail.com · [linkedin.com/in/lara-molina](https://www.linkedin.com/in/lara-molina)
Al Nahda 1, Dubai

Dynamic professional with expertise in customer service for a leading U.S. ride-sharing company and technical proficiency in sound systems for a renowned U.S. brand. Skilled in resolving complex issues, enhancing customer satisfaction, and leveraging a creative background in digital marketing design and photography. Adept at driving business growth and user engagement with a global, results-oriented approach.

KEY SKILLS AND COMPETENCIES

Customer Support and Relationship

Fast Learner

Microsoft Office

Technical Support Service

Team Coordination

Adobe Software

Web Research and Computer Skills

Communication

Canva Pro

PROFESSIONAL EXPERIENCE

IBEX Global Solutions

April 2019 - January 2025

Subject Matter Expert

As a Subject Matter Expert (SME) a U.S.-based ride-sharing account with a 24.4 million quarterly active riders and over 500 thousand drivers use the platform, I provided expert-level support to resolve complex customer issues and ensure seamless platform operations. I collaborated with cross-functional teams to troubleshoot and enhance the user experience, while also developing and delivering training to maintain high service standards. I monitored performance metrics, identified process improvements, and implemented best practices to optimize customer satisfaction and operational efficiency. Additionally, I managed escalations and provided actionable insights, driving continuous service improvement and client retention.

Accomplishments:

- Pioneered Chat support for assisting Drivers, Riders and Customer claims for the account.
- Led cross-departmental initiatives to streamline communication and ensure consistent information across teams, reducing error rates by 12% and improving internal collaboration.
- Supervised new hired trainings and led the development and delivery of training programs for new hires and ongoing employee education, ensuring adherence to service standards.
- Provided ongoing coaching and mentoring to junior team members, helping to boost overall team performance and morale, with a 30% improvement in first-call resolution (FCR) rates.
- Went over and beyond job expectations resulting to being a quarterly Top SME.

Marketing Associate

As a Photographer, Graphic Designer, and Marketing Associate at a dynamic modeling agency, I led the creative direction and visual branding of the agency's portfolio. I captured high-quality fashion and lifestyle images for model portfolios, promotional materials, and social media campaigns. As a graphic designer, I created visually compelling marketing materials, including brochures, banners, and digital assets, ensuring alignment with brand identity and target audience. Additionally, I played a key role in developing and executing marketing strategies across social media platforms, increasing the agency's online presence and engagement. My efforts in content creation, design, and digital marketing significantly contributed to brand awareness and client acquisition, while enhancing the overall client and model experience.

Accomplishments:

- Captured high-quality photographs for model portfolios, promotional campaigns, and social media, contributing to a 25% increase in online engagement and brand visibility.
- Developed and maintained the agency's visual content library, ensuring all assets aligned with current market trends and client preferences, supporting consistent and effective marketing efforts.
- Organized and coordinated photoshoots, managing logistics, styling, and creative direction, ensuring seamless execution and delivering final products ahead of deadlines.

Hinduja Global Services**July 2016 - March 2018****Tier 3 Technical Support Representative (BOSE)**

As a Tier 3 Technical Support Representative at Bose, I provided advanced troubleshooting and technical assistance for high-level product issues related to sound systems and audio equipment. I collaborated with cross-functional teams, including engineering and product development, to resolve complex technical problems and improve product performance. I handled escalated customer inquiries, offering detailed solutions and guidance for both hardware and software-related issues. My role involved analyzing and diagnosing system failures, performing software updates, and providing tailored recommendations for product optimization. Additionally, I documented technical solutions, contributed to knowledge base updates, and delivered training to junior technical support team members. My expertise and customer-focused approach ensured the delivery of exceptional support, strengthening Bose's reputation for premium product quality and service.

Accomplishments:

- Successfully resolved over 95% of escalated customer issues, ensuring timely and effective solutions for complex technical problems related to audio systems and sound equipment.
- Provided proactive solutions and product recommendations, contributing to a 15% increase in repeat customer business and fostering long-term customer loyalty.
- Played a key role in improving customer satisfaction scores, consistently achieving an average rating of 4.8/5 for technical support interactions.

EDUCATION**De La Salle - College of Saint Benilde****2013 - 2015**

- Bachelor of Arts in Photography

MAPUA Institute of Technology**2009 - 2012**

- Bachelor of Science in Interior Design