KATE ALSAYBAR

Operations & Performance Management | CRM & Systems Support | Executive Assistant
katealsaybar@gmail.com • +63 939 723 8412 • Philippines (Remote)

PROFESSIONAL SUMMARY

7+ years of work experience, including 4+ years leading operations teams, spanning construction, healthcare, customer service, digital platforms, rentals, CRM, and now salon operations. Helps growing businesses build their systems and reporting from the ground up. Comfortable in almost any client-facing business because the core problems repeat across industries. Handles pressure without losing composure, solves problems fast, and tells you the truth about where things stand.

CORE COMPETENCIES

Operations & Performance Management • KPI Tracking & Reporting • Dashboarding & Data Visualization • Business Performance Analysis (Revenue, Utilization, Retention, Conversion) • Workflow & Queue Monitoring • Workforce Coverage & Attendance Tracking • Quality Assurance & Consultation Audits • Cross-Team Coordination • Process Improvement & SOP Development • Client Experience & Service Journey Management • CRM Pipeline Management • Executive & Stakeholder Coordination

SYSTEMS & TOOLS

CRM & Client Management: GoHighLevel (GHL) • HubSpot CRM • Infloww • Phorest Salon Software

Data, Reporting & Analytics: Google Sheets (Advanced) • Looker Data Studio • Tableau • Supabase (database, edge functions)

Marketing, Web & Design: Meta Ads Manager • Google Ads • Metricool • Canva • WordPress (basic) • Cloudinary • Basic SEO

Operations & Workforce: ClickUp • Monday.com • Notion • Hubstaff • Insightful • Slack • MS Teams • 3CX • Sakari SMS • Respond.io • Twilio

Dev & Automation: HTML (AI-assisted) • CSS (AI-assisted) • JavaScript (AI-assisted) • SQL(AI-assisted) • GitHub • Claude Code • ChatGPT • Google Apps Script • Cloudflare Pages • Make.com

Payments & Business: Stripe • Tabby • Google Workspace

WORK EXPERIENCE

Operations & Performance Manager

Mar 2026 – Present

Tara Rose Ladies Salon | Abu Dhabi and Dubai, UAE (Remote) | 4 UAE Branches + Bahrain: Khalifa City A • Mamsha Al Saadiyat • Al Quoz • Motor City

- Own end-to-end KPI tracking and performance reporting across 4 UAE branches and Bahrain: revenue mix, average bill, rebooking %, utilisation, conversion, and retention
- Built the live performance dashboard (70+ pages, 40+ Supabase edge functions) with role-based access for 22 users and Google Reviews, Instagram, Google Ads, Meta Ads and Metricool data
- Automated the daily Phorest reporting pipeline (sales, financials, staff, utilisation, appointments, stock) into Supabase, saving 15+ hours of manual reporting weekly across 467k+ transaction lines and 5 years of history
- Added a weekly data checker, a dashboard security audit, and the target methodology and Quarterly Business Report
- Built an auto-syncing Client Book, Lost Clients win-back tracking (6,300+ clients) and a complaint triage pipeline
- Planned and tracked multi-wave WhatsApp and SMS campaigns (Wellness Voucher, Hair Rhythm) with segmentation, landing pages (WordPress, Canva, basic SEO) and redemption reporting; run the Google Reviews reply workflow
- Built the Team Home knowledge base and SOP hub (246 pages): playbooks, induction scripts, HR forms, org chart
- Built the recruitment pipeline (441 candidates, 57 countries) and support HR, payslips and leave calendars

- Migrated task tracking from ClickUp to Notion and messaging to Respond.io, cutting software cost
- Manage agency and vendor relationships (Morph Resilience, TishTash PR), drafted the Space Sharing Agreement, and coordinate the Head of GHL, Content and Social Media Managers and salon staff
- Produce executive decks and workbooks (Fairmont Dubai) and manage the owner's calendar, inbox and contracts

Operations Team Leader
Apr 2025 – Mar 2026

Voyager Global Mobility | U.S. Fleet Leasing Operations (Remote) | Driver Support, AR/Billing, Maintenance

- Monitored multi-queue operations across Driver Support, Billing/AR, and Maintenance for a 40+ member distributed team
- Managed complex escalations involving billing disputes, vehicle recovery, and driver issues via HubSpot CRM
- Maintained operational trackers for attendance, staffing coverage, and queue performance; surfaced risk trends to leadership
- Processed CDW billing requests and supported Stripe dispute investigation workflows

Quality Assurance Analyst & Customer Engagement Specialist
Jun 2024 – Jun 2025

Ravion Strategies | Freelance, Remote

- Designed QA scorecards and audit frameworks evaluating communication quality, compliance, and resolution effectiveness
- Built Google Sheets dashboards to track audit results, performance trends, and coaching opportunities
- Managed high-volume customer engagement and fan communication workflows for a digital creator business

Senior Team Leader — Operations & Performance
Feb 2023 – May 2024

Dripdesk Asia Inc. / Telrcom Solutions Inc.

- Led team performance oversight, QA scoring analysis, and KPI reporting using Google Sheets and Looker Data Studio
- Coordinated daily workflows to maintain service levels and operational productivity

Team Leader & Chat Support Representative
Jun 2021 – Jan 2023

Dripdesk Asia Inc. / Telrcom Solutions Inc.

- Supervised customer support workflows, conducted QA feedback sessions, and ensured adherence to service standards

Customer Service Advocate
Nov 2020 – May 2021

Optum Global Solutions

- Handled prescription refill requests and pharmacy claims with full compliance to healthcare documentation standards

Junior CAD Technician
Aug 2019 – Oct 2020

A.C. Ong Consulting Inc.

- Created 3D architectural models and renders using SketchUp and Lumion; assisted in technical documentation and site visits

EDUCATION & CERTIFICATIONS

BS Architecture *2014 – 2019*

Far Eastern University

Civil Service Examination (Professional Level) — Passer *March 2025*

Civil Service Commission • Score: 91.02%

Additional Skills

Design & Technical: AutoCAD • SketchUp • Lumion
Fleet & Telematics: Towbook • FleetSync • Flespi • FleetIT • Ituran GPS • Goldstar GPS • Spireon GPS • GM OnStar