

Ivy Joyce Viardo

SOCIAL MEDIA MANAGER

Cebu, Philippines | ivyviardo@thewickedgroup.net

PROFILE

Digital marketing and operations leader with 10 years of progressive experience at RealPage, a real estate software company. Leads teams of 12-15 agents, supports client website management, and combines coding knowledge with practical website and tool creation across a 4,000+ client property portfolio. Known for moving quickly, adopting AI tools, and improving team performance without sacrificing quality. Ready to rapidly build short-form content capabilities for Reels and other social platforms through structured scripting, editing, and platform learning.

REALPAGE EXPERIENCE	RESOLUTION TIME	QUALITY ASSURANCE
10 years	20 to 5 business days	78% to 96%

EXPERIENCE

REALPAGE | Real estate software company | 10 years

Website Management Supervisor | Aug 2024 - Present

- Lead a team of 12-15 agents supporting website edits, troubleshooting, content updates, client requests, quality checks, and GTM updates across a 4,000+ client property portfolio.
- Manage work across CMS and CCS environments for RealPage website-provider platforms including G5, LeaseStar, and LeaseLabs; use Salesforce as a CRM.
- Coach performance through QA reviews and discussions, one-on-ones, training, workload assignment, and escalations to keep delivery focused and consistent.
- Design and create websites and internal tools using coding knowledge, translating operational needs into practical digital solutions.
- Reduced average resolution time from 20 business days to 5 business days - a 75% reduction - while improving QA from 78% to 96%.
- Created an AI-assisted coaching documentation tool that analyzes submitted KPIs, identifies the focus area, guides the coaching conversation, suggests action plans, and captures commitment between coach and coachee.
- Created a newsletter for a local client with the help of AI tools, applying AI to practical content development.
- Created a process to prevent duplicate requests, enabling the team to handle more client tickets and inquiries while championing client education and self-service.

Contact Center & Answer Automation System Supervisor | Apr 2023 - Aug 2024

- Supervised an answer-automation system for maintenance concerns, ensuring each report was dispatched correctly to the right team based on the issue.
- Managed Contact Center and Marketing operations to keep call routing accurate and ensure systems reflected current pricing and availability for agents supporting clients.
- Used process improvement and client education to reduce repeat work and help clients become more self-reliant.

Marketing Supervisor | Feb 2017 - Apr 2023

- Led property marketing and call-inquiry operations, managing team performance, service quality, coaching, and issue resolution.

Marketing Supervisor Apprentice | Sep 2016 - Feb 2017

- Stepped into a supervisory development role after demonstrating strong performance in property marketing and client inquiry support.

Marketing Associate | Apr 2016 - Sep 2016

- Handled property marketing activities and inbound call inquiries, building the customer and operational foundation for later leadership roles.
- Provided customer service support for United Health Group through Tech Mahindra in Cebu.

Customer Service Representative | United Health Group / Tech Mahindra | Earlier experience

- Provided customer service support for Telstra Communication through Teletech in Cebu.

Customer Service Representative | Telstra Communication / Teletech | Earlier experience

- Provided customer service support for Time Inc. through Aegis People Support in Cebu.

Customer Service Representative | Time Inc. / Aegis People Support | Earlier experience

EARLIER PROFESSIONAL EXPERIENCE

CORE SKILLS

Leadership: Leading 12-15 agents, coaching, performance management, quality improvement, client education

Digital: Website management, CMS, CCS, G5, LeaseStar, LeaseLabs, Salesforce CRM, GTM updates, client support

AI & Process: ChatGPT, Microsoft Copilot, Canva AI, KPI-led coaching workflows, reusable AI assets, duplicate-request reduction

Technical: Basic coding, website and tool creation/design, systems administration, workflow improvement, answer automation

ADDITIONAL CREATIVE PROJECT

- Personal Event Design & Tools: Created RSVP invitations, souvenir labels, and a guest-management tool for a personal event, demonstrating visual design, planning, and practical tool creation.

TRAINING & CREDENTIALS

- Lean Six Sigma and leadership training.
- Amplified Training - fundamentals of creating reusable AI assets that make work more efficient and consistent.
- Motivation - Aegis People Support.
- Coaching for Results (Coaching Negative Behavior) - Aegis People Support.
- Developing Lasting Personal Effectiveness - Aegis People Support.
- Management Effectiveness - Aegis People Support.
- Basic Life Support (BLS) - Vicente Sotto Memorial Medical Center.
- Registered Nurse (Philippines) - nursing graduate, 2012; board exam passed on the first attempt, 2012.