

GERARDO ARELLANO

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Multi-disciplined highly competent and creative professional that thrives in ambiguity, remains committed to quality and efficiency in high-pressure situations and communicates clearly and concisely. Able to coordinate and triage effectively across global-cross functional teams resulting in process & policy optimization, cost-savings and revenue retention.

WORK EXPERIENCE

Manager, Network Support

BODi | Remote, CA

April 2024 – Present

- Business Process Outsourcing (BPO) – Identifying policy and process optimization opportunities resulting in 35% departmental expense reduction, ~\$600K in revenue retention annually & 100% adoption of automation updates cross-functionally across global teams.
- Design Request for Proposals (RFPs) for strategic planning, cost efficiency, standardization, risk management, innovation & improvement, revenue retention and legal/compliance.
- Intranet & extranet communication specialist managing key stakeholder awareness through issue escalation and ongoing communication of progress and key information.
- In collaboration with the Training department, develop educational resources for customer service agents and external partners addressing complex questions or concerns effectively reducing customer service contacts by 2% MoM.

Senior Analyst, Network Support

BODi | Remote, CA

January 2020 – April 2024

- Extensive product knowledge operating as Subject Matter Expert (SME) to effectively support multi-level marketing network partners in alignment with business KPIs by leveraging internal CRM data resulting in increased retention rate & increase of Overall Satisfaction (OSAT) scores by 10%.
- Developed a strategic playbook for project management that supports, identifies, and monitors existing priorities, deadlines & expectations to meet everchanging business needs. Adopted cross-departmentally as the standard.
- In alignment with Technology, Marketing & Customer Service teams, designed & implemented interactive creative strategies through a digital adoption platform used by over 300K users

EDUCATION

BA, Public Relations & Advertising

CSU Dominguez Hills

December 2023

AA, Communications

Cypress College

May 2019

AA, Social & Behavioral Sciences

Cypress College

May 2019

KEY SKILLS

- Business Process Outsourcing (BPO)
- Request for Proposals (RFPs)
- Data Analysis
- Client Relations
- Subject Matter Expert (SME)
- Risk Management
- Market Analysis
- Regulatory Compliance
- Creative Strategy
- Customer Experience (CX)
- Microsoft Suite
- Google Suite
- Project Management
- Communication
- Teamwork & Leadership
- Problem-Solving
- Public Speaking
- Bilingual (Spanish & English)

across North America, France and the UK in English, Spanish & French languages consisting of step by step walk-thrus, pop-ups & video trainings to ensure best practices leveraging technical and behavioral resources.

- Implemented cost-saving process updates through technical automation, task elimination & business process outsourcing resulting in ~\$55K savings annually.

Supervisor, Financial Operations

BODi | El Segundo, CA

January 2016 – January 2020

- Developed the existing operation for the business through expert product and industry knowledge resulting in ~\$10M decrease in fraud risk.
- Operationalized and standardized business process and policies to comply with legal and regulatory requirements as a merchant in the credit card industry resulting in risk mitigation removing the business from non-compliant watch list.
- Facilitated implementation of regulatory compliance requirements across financial technology systems, customer service & financial operations teams to ensure security of Personal Identifiable Information (PII) and meet Payment Card Industry Data Security Standard (PCI DSS). Consisted of data encryption, access control, employee training, incident response plan and regular audits/alerts.
- Led a team of 12 Fraud and Chargeback Analysts, ensuring adherence to schedules and high-level security clearance processes.
- Developed a mentor program for the department to assist with career growth which led to the promotion of all members of the team within my 4-year tenure.

Administrative Representative

BODi | El Segundo, CA

August 2014 – January 2016

- Managed back-end tasks for administrative processes and queues related to order & account inquiries.
- Developed reporting to track against team productivity & optimization opportunities.

REFERENCES

Provided upon request.