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Professional Summary

Operations, HR, and project management professional with 10+ years of experience supporting executives, leading teams, and optimizing business processes. Proven track record of reducing process inefficiencies by 50%, shortening recruitment cycles by 40%, and improving payroll accuracy by 25%. Skilled in executive assistance, project delivery, recruitment management, and workflow automation. Recognized for strong leadership, cross-functional collaboration, and award-winning performance in fast-paced environments.

Core Competencies

- Executive & Virtual Assistance (calendar/inbox management, reporting, operational coordination)
- Project & Operations Management (workflow optimization, KPI tracking, Agile tools)
- HR & Recruitment Management (ATS, onboarding, payroll, compliance, performance management)
- Workflow Automation & Reporting (API/webhooks, dashboards, advanced Excel/Google Sheets)
- Stakeholder Communication | Cross-Functional Team Leadership | Vendor Management
- Tools: Monday.com, ClickUp, Trello, Slack, Retool, Snowflake, FunnelFlux Pro, ClickFlare, ATS, WordPress, CPanel, MS Office, G-Suite

Professional Experience

Maxy Media Inc. (Remote)

Senior Operations Coordinator / Virtual Assistant | Sept 2020 – Aug 2025

- Oversaw 50+ weekly digital ad campaigns, coordinating with media buyers and technical teams to resolve issues and improve ROI.
- Designed and implemented workflow automation (APIs, Retool, webhooks), cutting manual reporting time by 50% and enabling faster, data-driven decisions.
- Built reporting dashboards and standardized templates that improved KPI visibility for executives and stakeholders.
- Managed executive calendars, inboxes, meeting logistics, and cross-team communication across multiple time zones.

- Led a team of virtual assistants, overseeing onboarding, assigning daily/weekly/monthly goals, and coaching staff to upskill and improve technical accuracy.
- Created and enforced SOPs that reduced onboarding time by 30% and improved task accuracy across the operations.

Yarra International Recruitment Co., Inc.

HR & Recruitment Manager | Sept 2014 – Aug 2020

- Directed the end-to-end recruitment lifecycle for skilled workers (local and overseas), from sourcing and screening to deployment, consistently meeting client requirements.
- Reduced time-to-fill by 40% (30 to 18 days) by digitizing applicant tracking and introducing structured hiring workflows.
- Oversaw payroll administration and compliance for 100+ employees, reducing payroll errors by 25% through audits and process improvements.
- Managed and coached a 10-member HR and admin team, assigning responsibilities, setting performance goals, and mentoring staff to strengthen recruitment and payroll operations.
- Designed and implemented onboarding programs, reducing early turnover and improving employee readiness.
- Handled client communications for manpower deployments, ensuring alignment with requirements and maintaining high client satisfaction.
- Launched and monitored marketing and advertising campaigns that expanded applicant reach and lowered sourcing costs.

Dell International Services Philippines, Inc.

Resolution Specialist (Technical Lead) | Jan 2007 – Feb 2014

- Acted as deputy to the team manager, supporting daily operations and ensuring technical excellence across the support team.
- Took ownership of technical escalations, providing expert solutions and guidance to resolve high-level customer issues.
- Monitored and improved technical performance metrics, ensuring the team consistently met or exceeded SLA targets.
- Coached and trained L1 technicians, improving troubleshooting accuracy and upskilling staff on new technologies and processes.
- Developed and automated technical reports to track SLA compliance, KPI trends, and escalation outcomes, improving visibility for leadership.
- Earned multiple awards for leadership and technical excellence, including *Best Resolution Specialist (2011)*, *League of Champions: Top L2 (2012)*, and several *Employee of the Month* honors.

Earlier Roles

GlobalStride – Customer Care Specialist (2005–2006): Team Junior OIC; handled outbound publishing accounts and inbound chat monitoring. Earned commendation from GlobalStride Sr. VP for service excellence.

Freelance & Part-Time Roles (2002–2005): Graphic and web design, flash animation, and web development projects for clients including BioMarketing, YourOwnArt.com, and Salt Shakers Media.

Education

A.B. Multimedia Arts | De La Salle – College of Saint Benilde | 2001 – 2005

Professional Development

- Windows 8 SME Training | Presentation Skills Workshop | Mentorship & Coaching Workshop
- Leadership Development | Adapting to Change | Team Dynamics (5 Dysfunctions of a Team)
- Technical training in SQL, JavaScript basics, Macromedia Suite, Adobe Creative Suite

Key Achievements

- Promoted from Virtual Assistant to Senior Operations Coordinator at Maxy Media for driving operational efficiency and automation.
- Built automated workflows that cut reporting time by 50% and streamlined campaign delivery.
- Reduced recruitment time-to-fill by 40% and payroll errors by 25% at Yarra International Recruitment.
- Recognized multiple times at Dell for leadership, performance, and resolution expertise, including Best Resolution Specialist and Employee of the Month.