MANELYN TARA DOWNES

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Suffolk, UK

Profile

Results-driven business professional with 20+ years of experience in contact centre operations, regulatory compliance, and omnichannel marketing. Proven leader in driving operational efficiency, managing high-performing teams, and delivering measurable outcomes. Skilled in process optimisation, cross-departmental collaboration, and implementing innovative solutions to achieve organizational goals. Committed to continuous improvement, customer satisfaction, and sustainable growth.

EXPERIENCE

FOUNDER

Top 1 Web Agency
February 2025 - Current

- Design, develop, and maintain responsive websites tailored to client specifications and brand identity
- Implement clean, efficient, and scalable code using modern web technologies (HTML, CSS, JavaScript, PHP, etc.)
- Optimize websites for performance, accessibility, and SEO to enhance user experience and visibility
- Collaborate directly with clients to gather requirements, provide technical consultation, and deliver customized solutions
- Integrate third-party APIs, plugins, and tools to extend website functionality
- Ensure cross-browser compatibility and mobile responsiveness across all projects
- Troubleshoot, debug, and resolve technical issues promptly to maintain service quality
- Manage project timelines independently, balancing multiple freelance assignments with consistent delivery
- Create and adapt copyright-safe visual assets for proposals, brochures, and product showcases
- Provide ongoing website maintenance, updates, and security monitoring for client platforms
- Mobilise and integrate AI-powered chatbots into client websites to enhance customer support and engagement

EDUCATION

GRADUATE SCHOOL

Master of Business Administration (M.B.A.) | 2006 - 2008
University of Santo Tomas - Graduate School - Philippines
Relevant Coursework:
• Economics
• International Business

UNIVERSITY

Bachelor of Science in Business Management
2001 - 2005
University of Santo Tomas - Philippines

SECURE ENGLISH LANGUAGE TEST

Passed with Distinction
Trinity College of London 2022

SKILLS

- Web Design
- Design Thinking
- Wireframe Creation
- Front End Coding
- Problem-Solving
- Computer Literacy
- Project Management Tools
- Strong Communication

EXPERIENCE

TRAINING & QUALITY

Maintenance Management Ltd. - Milton Keynes

March 2024 - January 2025

- Led training sessions to improve skills, service quality, and team performance for new hires and experienced staff.
- Designed training modules and quality control processes to enhance standard operating procedures.
- Represented the company at client and contractor events, building relationships and aligning support strategies with client goals.
- Monitored and analysed quality metrics, implementing data-driven strategies to improve Helpdesk performance.
- Involved with the recruitment, onboarding, and training to ensure alignment with company culture.
- Delivered training on CAFM and CRM systems, and created process maps to streamline new procedures (Verisae, Ostara, Joblogic).
- Maintained and updated the knowledge base, providing accessible guides for Helpdesk staff.
- Supported employee retention by fostering engagement and providing robust staff support.
- Collaborated with account managers to identify training needs and promote continuous improvement initiatives.
- Provided coaching, conducted quality checks, and developed performance-tracking tools for team success.
- In-charged with rota creation & was scheduled as an on-call manager.

TEAM MANAGER - CLIENT SERVICES

TSYS EMEA (Nationwide Building Society) - Milton Keynes

April 2023 - December 2023

- Led team operations to meet client standards, improving service quality and efficiency.
- Resolve system issues to ensure seamless operations and maintain service excellence.
- Coach team members for continuous improvement, fostering a culture of growth.
- Collaborate with clients to align expectations and achieve measurable results.
- Manage escalated issues, providing effective solutions to maintain high service standards.
- Drive team performance through strategic scheduling and real-time queue management, meeting service level standards and client expectations.
- Spearheaded process improvements to boost productivity while maintaining policy compliance through regular system activity audits.

TEAM MANAGER - PROMOTED TO MANAGEMENT INFORMATION OFFICER

NHS VBS - INTERACT CC - London - (Hybrid)

January 2022 - March 2023

Team Manager

- Coached the team to improve customer service, driving measurable satisfaction gains.
- Ensured call quality met KPIs, maintaining high customer interaction standards.
- Resolved escalations swiftly, preserving client satisfaction.
- Collaborated on process improvements to enhance team efficiency.
- Aligned team with NHS updates for consistent service excellence.
- Implemented call quality monitoring to ensure KPI adherence and maintain high service standards.
- Fostered cross-team collaboration, driving continuous improvement and efficiency.

Management Information Officer

- Coordinated data analysis to improve service performance and operations.
- Maintained reporting systems, ensuring timely delivery of management information.
- Trained staff and managers, boosting team efficiency and knowledge.
- Partnered with managers to refine reporting systems, enhancing decision-making.
- Analyzed performance metrics to provide actionable insights that improved service efficiency and customer satisfaction.
- Streamlined data management processes to improve information delivery to stakeholders.

BUSINESS MANAGER

Sabeloca Jewelleries - Remote

July 2021 - December 2023

- Led eBay operations, enhancing service quality and inventory control to drive operational efficiency.
- Built a GDPR-compliant database, significantly improving customer retention and engagement.
- Developed KPI dashboards to support data-driven decision-making and strategic planning.
- Managed social media accounts, increasing brand visibility and driving audience engagement.
- Optimised e-commerce workflows, reducing order dispatch times and boosting customer satisfaction.

BUSINESS SUPPORT MANAGER

Simplicity Energy Ltd. - Milton Keynes

Dec 2018 - Mar 2021

- Fostered strong relationships, enhancing team collaboration and project outcomes.
- Streamlined communication processes, improving team efficiency.
- Oversaw customer service, billing, sales, and creative departments to drive cross-functional success.
- Developed marketing strategies, including website management and video production. Managed all social media marketing and communications.
- Led key projects like SMETS2 rollout, EV campaigns, and new sales team creation.
- Analyzed market trends, identified opportunities, and managed budgets.
- Improved complaint resolution processes, increasing customer satisfaction.
- Managed website, whitelabel and platform, ensuring optimal user experience.

EXPERIENCE



SENIOR COACH

TSYS EMEA - (Virgin Money Campaign) - Milton Keynes

Nov 2015 - Dec 2018

- Coached the team to boost efficiency, significantly improving customer satisfaction.
- Resolved escalated issues quickly, optimizing resource use and complaint handling.
- Integrated systems to streamline operations, increasing call centre productivity.
- Led coaching initiatives, improving performance metrics and reducing resolution time.
- Implemented new call centre processes, enhancing operational efficiency and productivity.
- Analysed call volume and KPIs, providing insights for continuous improvement.
- Mentored team members, promoting skill development and policy adherence.
- Spearheaded integration of CX systems, enhancing operations and cross-department collaboration.

WEB DEVELOPER

Sisbro Designs - Luton, Bedfordshire

March 2013 - September 2015

- Led creative marketing strategies, driving significant growth in demand and conversions.
- Analysed marketing metrics, optimizing campaign effectiveness.
- Resolved customer issues, boosting satisfaction and retention.
- Developed social media content, increasing engagement and brand visibility.
- Monitored competitor activities to inform strategic decisions.
- Implemented tracking systems, providing actionable insights for marketing optimization.
- Orchestrated cross-functional efforts to create promotional materials, enhancing brand visibility.
- Revamped social media strategy, amplifying the resort's online presence.
- Pioneered data-driven marketing strategies, optimizing channel performance and driving growth.

SALES AND MARKETING MANAGER

Pixelstar Studios UK - Manchester

Sep 2011 - Dec 2012

- Led creative marketing strategies, driving significant growth in demand and conversions.
- Analysed marketing metrics, optimizing campaign effectiveness.
- Resolved customer issues, boosting satisfaction and retention.
- Developed social media content, increasing engagement and brand visibility.
- Monitored competitor activities to inform strategic decisions.
- Implemented tracking systems, providing actionable insights for marketing optimization.
- Orchestrated cross-functional efforts to create promotional materials, enhancing brand visibility.
- Revamped social media strategy, amplifying the resort's online presence.
- Pioneered data-driven marketing strategies, optimizing channel performance and driving growth.

COURSES & CERTIFICATIONS

- North Warwickshire and South Leicestershire College Level 2 Ceritificate in Digital Marketing | January 2026 to Present
- SELT - Secure English Language Tests | B1 Passed with distinction
- Facilities Management Level 7 with Diploma in Operations and Project Management | 2024 | Reed Courses - Training Tale

- Supply Chain Management, Procurement & Logistics Management | 2024 | NextGen Learning

- Microsoft AI Fundamentals

VOLUNTEER WORK

- Adult Leader | Girl Guiding UK, Old Farm Park
  From 2022 to Present

SKILLS

- Customer Service
- Team Management
- Business Development
- Social Media Marketing
- Project Management
- Data Analysis
- Quality Assurance
- Learning & Development
- Complaint Handling
- Performance Management
- Process Improvement
- Client Relations
- Technical Support
- Problem Solving
- Web Development
- Server Management

EXPERIENCE IN THE PHILIPPINES

U.S. company accounts | Philippines | 2004–2011

Progressed from Customer Service Agent to Head of Client Relationships.

- Verizon Business corporate accounts: Bank of America, Electronic Data Systems (EDS) and Wells Fargo
- Dell Computers
- CompuCredit (Visa, Maestro and Mastercard)

REFERENCE

Available upon request