



# SHAIRA MAE T. CALIBO

## COPYWRITING AND BLOGGING VIRTUAL ASSISTANT

+63 991 696 1530 | shairacalibo@gmail.com | Batangas, Philippines

### CAREER OBJECTIVE

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Ambitious and results-driven copywriter and blogger with a talent for creating engaging, SEO-optimized content that drives traffic, builds brand authority, and converts readers into loyal audiences. Skilled in storytelling, research, and digital content strategy, with a keen eye for detail and a creative approach inspired by a background in journalism and architecture. Committed to producing high-quality content that strengthens online presence and delivers measurable results for businesses and brands.

### WORK EXPERIENCE

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#### TeleTech

Jan 2020 - Dec 2020

*Customer Service Representative | Healthcare Account*

- Provided professional customer support to healthcare members by handling inquiries related to benefits, coverage, claims, and eligibility.
- Assisted patients with appointment coordination, billing concerns, and basic healthcare information while ensuring accuracy and confidentiality.
- Maintained compliance with HIPAA and company policies when handling sensitive patient information.
- Documented customer interactions accurately using internal systems and databases.
- Resolved issues efficiently while maintaining high customer satisfaction and service quality standards.
- Demonstrated strong communication, empathy, and problem-solving skills in a fast-paced environment.

#### ResultsCX

Jan 2021 - Dec 2021

*Customer Service Representative | Sales Account*

- Handled inbound customer interactions focused on product information, upselling, and sales support.
- Identified customer needs and recommended suitable products or services to drive sales conversion.
- Processed orders, managed billing inquiries, and resolved customer concerns effectively.
- Maintained accurate records of transactions and customer interactions using CRM tools.
- Met or exceeded performance metrics related to sales targets, quality assurance, and customer satisfaction.
- Demonstrated persuasive communication, negotiation skills, and adaptability in a sales-driven environment.

### SKILLS AND COMPETENCIES

- SEO & Content Optimization
- Content Strategy & Planning
- Copywriting & Storytelling
- Research & Fact-Checking
- Audience Engagement
- Editing & Proofreading
- Copywriting & Caption Strategy
- Creative Writing & Visual Storytelling
- Analytics & Performance Tracking
- Social Media & Content Promotion
- Content Management Systems (CMS)
- Time Management & Consistency
- Client Collaboration & Communication

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## Knack RCM (Formerly HealthyBOS)

June 2025 - Jan 2026

*Back-office Support | Healthcare Account*

- Provide back-office support for Revenue Cycle Management (RCM) operations, ensuring accurate processing of patient, insurance, and billing documentation.
- Review, validate, and recategorize healthcare documents to maintain proper classification and support efficient claims and billing workflows.
- Perform document reauthorization by verifying payer requirements, ensuring approvals remain valid for continued claims processing and reimbursement.
- Conduct insurance eligibility and verification checks to confirm patient coverage and benefits prior to claim submission.
- Assist in claims review and documentation validation to ensure compliance with payer guidelines and healthcare regulations.
- Identify and resolve documentation discrepancies, misfiled records, and incomplete data to reduce claim errors and potential denials.
- Maintain and update patient account records within healthcare systems and Electronic Health Record (EHR) platforms while ensuring data accuracy and confidentiality.
- Support denial prevention and revenue recovery by ensuring completeness and correctness of documentation throughout the RCM workflow.
- Manage high-volume workloads while maintaining strong attention to detail, productivity, and compliance with HIPAA and internal quality standards.

## EDUCATIONAL BACKGROUND

### Primary Education

Bugtongnapulo Elementary School  
2007-2014 with Honors

### Junior High School

The Mabini Academy  
2014-2018 with Honors

### Senior High School

Strand: Science, Technology,  
Engineering  
and Mathematics  
2018-2020 with Honors

### Tertiary Education

University of Batangas Lipa City  
Bachelor of Science in Architecture

## SCHOOL ACHIEVEMENTS & LEADERSHIP EXPERIENCE

### Managing Editor – The Brahmans Journal, University of Batangas, Lipa City (2 years)

- Led the editorial team, overseeing content, layout, and publication deadlines.
- Mentored writers, photographers, and layout artists to produce high-quality editions.
- Implemented strategies that improved readership engagement and editorial standards.

### Student Journalist – The Brahmans Journal (3 years)

- Copy Reader: Edited articles for clarity and grammar.
- Layout Artist: Designed print and digital spreads.
- Writer: Authored news, features, and opinion pieces.
- Photojournalist: Captured and curated images to enhance stories.

### Key Achievement:

- Increased publication quality and engagement through creative content and design initiatives.