Phạm Văn Cường

Customer Experience Lead · AI & Workflow Automation

13 years in customer service and sales support at multinational contact centres in Vietnam, Malaysia and Thailand. Since 2025 I design and run AI automation that handles **real money, real customers and real deadlines**: POS receipt reconciliation bots, Zalo assistants, banking websites, email pipelines.

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Experience	Countries worked
13 years	**3**
n8n workflows live	Batches reconciled, Oct 2026
150+	**715/715**

EXPERIENCE

2025 – present — **Founder & Automation Lead · Independent**
BillOps · Zalo AI agents · taichinhf68.com · vntopbanks.com · BeeEnglish — HCMC / remote

- Built and run BillOps: Telegram receipt-reconciliation bots for 7 agencies, ~700 receipts/month, 715/715 batches in Oct 2026, duplicate protection and audit log.
- Designed 222 n8n workflows (150+ active) across Telegram, Zalo, Google Sheets, Supabase, WordPress and the Claude, OpenAI and Gemini APIs, with watchdogs, backups and a change log.
- Deployed AI customer-care assistants on Zalo and Chatwoot with human approval gates; an encrypted card-application portal.
- Run 2 finance affiliate websites: 326 product pages, 3–6 scheduled posts a day, automated Google indexing.

08/2018 – present — **Subject Matter Expert**
Teledirect Telecommerce (Thailand) Ltd. — Bangkok

- Process authority for the Vietnamese support line of a global social-media client: complex escalations, client-policy and workflow guidance for agents.
- Coach new agents, score interactions under the QA programme, retrain the team when client processes change.
- Excellence Award – Best Agent, Facebook APAC Vietnamese (2018).

12/2016 – 05/2018 — **Senior Client Service Associate**
Convergys Malaysia Sdn. Bhd. — Kuala Lumpur

- Resolved social-media product enquiries by phone, email and chat for the Vietnamese market; first-contact resolution focus.
- Routed and escalated cases, followed through with partner teams. Met every monthly KPI in 2017.

05/2012 – 11/2016 — **Customer Service Team Leader**
Hoa Viet Joint Venture Corporation Ltd. — Ho Chi Minh City

- Led the CS team while handling ~30 calls, emails and chats a day; trained and mentored new members.
- Planned shift coverage for peaks; ran team meetings and monthly performance reports to management.

02/2014 – 09/2016 — **Digital Marketing Specialist (freelance)**
Tan My Hung · ImmiCa · Tien Nghi Cuoc Song — Ho Chi Minh City

- Managed Facebook, Instagram and websites for 3 clients; audience targeting and spend optimisation; SEO and link-building programme.

EDUCATION

BA, International Relations
Vietnam National University, Ho Chi Minh City · 2013–2017 · GPA 7.9/10

BA, Business English
Nong Lam University, Ho Chi Minh City · 2008–2012 · GPA 7.0/10

AWARDS & CERTIFICATES

2018 Excellence Award – Best Agent, Facebook APAC Vietnamese

2016 Certificate in Informatics, Level A (Excellent)

2013 Human Resource Management Certificate — University of Economics HCMC

2012 Excellent Student Scholarship — Nong Lam University

2010 Training Skills Certificate — HCMC University of Education

CASE STUDIES

Payments · AI — 2026

BillOps

Telegram bot system reconciling POS receipts for payment agencies: 2-model OCR with arbitration, fees per terminal and bank, duplicate protection, one-tap approval, Google Sheets ledger mirrored to Supabase, daily and monthly reports, reconciliation Excel, payment QR.

715/715 batches Oct 2026 · **~700** receipts/month
47 s median · **3** bots · 7 agencies

Service · Sales — 2025–2026

AI assistants on Zalo and Chatwoot

Three Zalo bots (finance advice, community care, draft assistant for the main account) and AI inboxes in Chatwoot for 3 websites. Local tools for numbers that must be exact: POS fees, instalments, VietQR codes. Approval gate before sending, daily caps, behaviour rules to avoid account bans.

3 Zalo bots · **3** AI inboxes
92 KB articles · **50** replies/day cap

Banking · Marketing — 2025–2026

Consumer-finance websites

Two WordPress sites on loans and credit cards monetised through affiliate networks (AccessTrade, Adpia). n8n pipeline: 42-campaign sync, content generation, quality gate, publisher; custom plugins for 326 card pages, 15 card types, 43 banks; an airport-lounge section covering 85 cards.

326 product pages · **60** hub posts scheduled
42 campaigns synced · **3–6** posts/day

Email · CRM — 2025–2026

Email marketing and CRM pipeline

20 raw files turned into a cleaned, scored master list of 105,802 contacts; a dedicated Supabase schema (contacts, campaigns, sends, events, suppression); sending through Amazon SES with open, click and bounce tracking; daily stats to Telegram.

105.802 contacts · **5.915** live contacts loaded
10k/ day **SES** · **7** send/track workflows

Education · Product — 2025–2026

BeeEnglish · Bee Chinese

Self-study language apps on web and mobile (Expo): a grammar bank of 41 topics and 4,920 self-written items passed through 3 validation gates; bilingual news at 6 articles a day; AI audio with 30 voices and a permanent cache; scheduled Zalo classes.

4.920 grammar items · **41** topics
30 voices · **6** news items/day

Security · Banking — 2026

Card-application document portal

Replaced collecting ID cards and bank statements over Zalo with a dedicated portal: per-customer links, images encrypted at rest with AES-256-GCM, mandatory two-factor login, collaborator roles, an audit log, scheduled image deletion, included in the tested backup scope.

AES-256 image encryption · **2FA** mandatory
0 external dependencies · **1** day to build and ship

SKILLS

Service & operations

- Team leadership & coaching
- QA & call scoring
- Escalation management
- Workforce scheduling
- CSAT & retention
- Process documentation

Banking & sales

- POS settlement & card fees
- Credit-card products
- VietQR
- Consultative selling
- Receivables & reminders
- Partner reporting

Digital marketing

- SEO · Google Search Console API
- WordPress
- Affiliate (AccessTrade, Adpia)
- Amazon SES
- CRM & segmentation
- GA4
- Facebook / Instagram Ads

AI & automation

- n8n
- Claude · OpenAI · Gemini API
- Prompt & eval design
- Telegram · Zalo bots
- Google Sheets · Apps Script
- Supabase · PostgreSQL · SQLite
- Python · Node.js
- Docker · Linux VPS · Traefik
- Chatwoot