

Yago

ROOCRUIT

Customer Success & Solutions Strategy Leader

Location: Rio de Janeiro, Brazil

PROFESSIONAL SUMMARY

Strategic Customer Success professional with over 7 years of experience in retention, SaaS solutions, and driving customer growth through data-driven engagement and technical leadership. Expert in managing high-value international accounts and maximizing lifetime value (LTV) through proactive problem-solving and tailored onboarding. A trilingual communicator with a proven track record in global markets, fostering strong client relationships and cross-functional collaboration to achieve business objectives.

KEY SKILLS

- SaaS Customer Retention & Growth
- Digital Marketing & Content Strategy
- Data Analysis (Looker, CRM Data)
- Project & Solution Management
- CRM (HubSpot, Zendesk, Vivaly)
- Technical Troubleshooting & DNS
- Onboarding & Strategic Training
- Multilingual Stakeholder Management

PROFESSIONAL EXPERIENCE

Trilingual Partner Success Specialist

04/2024 – 11/2024

International Communication Software Provider

- Cultivated and maintained relationships with global clients across three languages.
- Implemented customized onboarding processes for international accounts to ensure smooth adoption.
- Coordinated cross-functional teams to deliver multilingual training sessions and resources.

Solutions Manager**11/2023 – 03/2024***Brazilian Enterprise Technology Consultancy*

- Directed a team of solution architects to deliver complex projects within specified timelines and budgets.
- Collaborated with cross-functional teams to pinpoint areas for process enhancements and introduced strategic solutions.
- Acted as the main liaison for key clients, offering continuous support and troubleshooting to ensure seamless implementation.

Trilingual Success Manager: Mid-market & Strategic Accounts 02/2021 – 10/2023*Major Global SaaS Marketing & Sales Platform*

- Increased client retention rates by 20% within the first quarter through customized success plans.
- Collaborated with sales and product teams to identify needs, resulting in a 15% increase in upsell opportunities.
- Conducted regular check-ins and QBRs with key stakeholders to drive satisfaction scores above industry benchmarks.
- Analyzed customer data to provide proactive recommendations for product enhancements and process improvements.

Success Manager: Many Team**08/2020 – 10/2021***Major Global SaaS Marketing & Sales Platform*

- Implemented new features based on customer feedback, resulting in a 15% increase in satisfaction.
- Coached and mentored junior team members to improve service delivery.
- Implemented data-driven strategies to optimize overall customer success processes.

Onboarding Specialist | Spanish Speaking Market**03/2020 – 07/2020***Major Global SaaS Marketing & Sales Platform*

- Built marketing campaigns, established feedback loops, and organized CRM/sales processes for new users.
- Hosted weekly webinars for new customers regarding best practices in Marketing and Sales.
- Project managed organized plans to ensure success post-onboarding via web conference and phone.

Trilingual Support Specialist (Senior Level)**04/2019 – 03/2020***Major Global SaaS Marketing & Sales Platform*

- Provided high-quality technical support and education to a rapidly growing customer base.
- Diagnosed and troubleshoot advanced technical issues, conveying complex solutions in a simplified manner.
- Partnered with services teams to de-escalate high-stakes issues and ensure long-term ROI.

Bilingual Quality Assurance Specialist**06/2018 – 02/2019***Global Web Hosting & Domain Provider*

- Developed dashboards and reports on sales operation results.
- Analyzed transactions and internal procedures to ensure global compliance.
- Provided monitoring and coaching for sales consultants.

EDUCATION

Master of Science (M.Sc.): Communication and Culture

Universidade Federal do Rio de Janeiro | 2016 – 2018

Theory & Clinical Formation: Psychoanalysis

Instituto Gerar de Psicanálise | 2022 – 2026 (Expected)

Digital Marketing Specialization

Universidad del Rosario | 2020

Bachelor's Degree: Social Communication (Publishing)

Universidade Federal do Rio de Janeiro | 2011 – 2014

CERTIFICATIONS

- Account-Based Marketing Foundations (LinkedIn)
- Content Marketing (HubSpot Academy)
- Frictionless Sales (HubSpot Academy)
- Inbound Marketing (HubSpot Academy)

LANGUAGES

Portuguese: Native

Spanish: C2 (Fluent)

English: C1 (Fluent)

French: B2 (Intermediate)