




GINNA MARIN

INDUSTRIAL ENGINEERING

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 754-2246328

 Fort Lauderdale, FL 33312

PROFESSIONAL SUMMARY

Results-driven professional with expertise in CRM software, sales, and revenue generation, leveraging strong communication skills to align digital solutions with client goals. Adept at managing complex client relationships and driving business growth. Eager to transition into a leadership role where strategic insights and client-focused strategies enhance team success.

EXPERIENCE

NOBLEMAC LLC - Account Executive

07/2024 - Present

- Communicating with clients and creative team members
- Staying current with industry trends and best practices
- Content creation for advertising campaigns
- Understand each client's business goals and help them get there
- Report progress and delays and make sure the client is always in the know
- Maintain meticulous documentation of all activities on the client's behalf

KAMARA AUTO REPAIR - Business Owner and CEO

04/2019 - Present

- Responsible for the billing process, make estimates of the work to customers, keep track of payments, perform accounting of the company through quickbooks, help document the processes of the company.
- Direct boss: Carlos Marin
- Owner
- 786 3448966

LA COLINA RESTAURANT - Waitress

01/2018 - Present

- Receive and serve customers with the best quality and efficiency.
- Direct boss: Rosa Stella Vasquez
- Owner
- 954 3947550

FENALCO VALLE DEL CAUCA - General Service Coordinator

11/2017 - Present

- Responsible for administrative and operational contact center staff (operations coordinators, supervisors, monitors, coaches, data analysts, improvement analysts and contact center agents -

EDUCATION

14 Andean Congress of Contact Center and CRM

Bogotá • 05/2017

Customer Experience Summit

ICONTEC

Santiago de Cali • 10/2016

Internal Auditor Quality

Certification: ISO 9001:2015

Universidad Nacional

Santiago de Cali • 05/2025

Specialization in Integral Project Management

Universidad Autónoma de Occidente

Santiago de Cali • 10/2013

Industry Engineering

Colegio Claretiano Santa Dorotea

Santiago de Cali • 07/2005

Academic Bachelor: Assistant Secretary

The Law of Attraction with Spirituality

Santiago de Cali • 12/2008

Seminar

Strategies to win and keep customers satisfied with the precious gift of service

about 250 people in charge).

- In charge of tracking billing, contractual indicators, business profitability budget, design and execution of customer loyalty strategies, construction and development of quantitative and qualitative analyzes for the implementation of new products and / or services, quote management, implementation management of new operations, evaluation of new technological tools to implement innovation strategies with customers.
- Direct contact with customer management nationwide.
- Direct boss: Richard Castaño Gómez
- IT and Telecommunications Manager
- Richardcastano@fenalcovalle.com
- +57 (2) 8983535 ext 3515 - +57 3164823571

FENALCO VALLE DEL CAUCA - Operations Coordinator

03/2016 - Present

- Ensure the efficient execution of Outsourcing and Inhouse operations of the Contact Center (Budget Control - Personnel Management - Direct contact with the client) through the optimization of resources, the design and analysis of strategic KPIs, leadership effective, permanent relationship, maintenance and loyalty with customers and continuous improvement.
- Leader of the Quality Management System process, support in Human Resources processes and the SGSST.
- Monitoring and Control of the Department's Budget.
- Design and establish commercial and retention strategies for internal and external clients.
- Biannual construction of each client's strategic plan as a loyalty mechanism.
- Monitoring and control of the clients' portfolio establishing payment agreements.
- Responsible for approximately 120 people.
- Direct boss: Richard Castaño Gómez
- IT and Telecommunications Manager
- Richardcastano@fenalcovalle.com
- +57 (2) 8983535 ext 3515 - +57 3164823571

TELECENTER PANAMERICANA-DIRECTV - Business Partner Customer Care Replacement

10/2015 - Present

- Responsible for measuring and managing the KPIs of the Customer Care touchpoint at the Latin America level (Countries: Peru, Ecuador, Chile, Argentina, Uruguay, Colombia) to improve the customer experience, managing the service breaks being the link between the referents of the touchpoint and regional Customer Experience teams.
- Additionally, design and control of the strategic kpis of the customer experience with the service for retention and loyalty (Customer Satisfaction Survey at Latin America level).
- Compliance with the company's quality management system, under COPC standards.
- Direct relationship with Managers and personnel at the Latin American level.
- Direct boss: Juan Pablo Battilana
- CX Customer Experience Directv Manager

Santiago de Cali • 03/2008

Seminar

SENA REGIONAL VALLE DEL CAUCA Y FENALCO VALLE DEL CAUCA

Santiago de Cali • 08/2009

Call Center, Contact Center and CRM diploma

SENA REGIONAL VALLE DEL CAUCA, UNIVERSIDAD SAN BUENAVENTURA DE CALI Y FENALCO VALLE DEL CAUCA

Santiago de Cali • 06/2010

Diploma in Human Talent Management in Globalized Contexts

Personality, Behavior and Thought for Customer Service

Santiago de Cali • 03/2013

Seminar

SKILLS

- CRM software expertise
- Written and verbal communication
- Sales expertise
- Revenue generation

- Juanbatti@gmail.com
- Argentina: 54 9 11 67321437

TELECENTER PANAMERICANA-DIRECTV - Customer Service Supervisor

04/2014 - Present

- Monitoring of Operational Indicators, analysis and preparation of reports, permanent coaching to the work team, review of results and execution of action plans, design and planning of the strategy to achieve customer satisfaction results measured through the KPIS of the company, responsible for approximately 40 people.
- Direct boss: Leandro Salazar Gonzalias
- Head of Customer Service Directv
- Leandrosalazar@gmail.com
- +57 3148346610

FENALCO VALLE DEL CAUCA - Contact Center Supervisor

11/2010 - Present

- Supervisor of telemarketing campaigns, where I must administer the central database of Fenalco, I carry out the implementation of CRM, supervision, analysis, assembly and execution of campaigns (inbound and outbound), the clients that are managed are regionally and nationally.
- Establish strategies to improve services and customer experience, management indicators management, ensure compliance with them, responsible for approximately 30 people.
- Direct boss: Richard Castaño Gómez
- IT and Telecommunications Manager
- Richardcastano@fenalcovalle.com
- +57 (2) 8983535 ext 3515 - +57 3164823571

FENALCO VALLE DEL CAUCA - Supervisor of monitoring and quality

11/2008 - Present

- Audit of agents, preparation of formats, reports, monitoring of indicators and policies of quality of customer service, handling of complaints and claims, planning and execution of the quality management project.
- Direct boss: Richard Castaño Gómez
- IT and Telecommunications Manager
- Richardcastano@fenalcovalle.com
- +57 (2) 8983535 ext 3515 - +57 3164823571

FENALCO VALLE DEL CAUCA - Agente de call center

03/2008 - Present

- Telephone support for clients of different Call Center campaigns.
- Direct Boss: Humberto Gallego Mora
- Head of Costumer Service
- Shgallego8@gmail.com
- +57 3113795153 - +57 3188373436

REFERENCES

Rebecca Noble - Noblemac

Boss
(954) 600-7510

LANGUAGES

- **Spanish**
Native
- **English**
Conversational