

# GERARDO IVAN SANTOS

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## CAREER PROFILE

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Bilingual (English and Spanish) customer experience professional with 6+ years of experience implementing advertising tech solutions for omnichannel buying supporting media management, media intelligence, and media finance solutions for SMB clients that have over \$200 million of advertising spend annually.

## EDUCATION

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**Campbellsville University** – Campbellsville, KY (online) Sept 2020 – Aug 2021  
Master of Business Administration Information Technology

**Berea College** - Berea, KY Aug 2013 – May 2017  
*Bachelor's of Science:* Business Administration Productions and Operations Management.  
*Minor:* Computer Science  
Entrepreneurship for the Public Good Fellow  
Emerging Scholar

## PROFESSIONAL EXPERIENCE

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**Mediaocean** – Manhattan, NY Feb 2019 – Present  
Finance CX Agent Sept 2022 – Present

- Successfully resolved a high volume of customer inquiries and issues on a daily basis, utilizing strong problem-solving and communication skills to effectively address client accounting queries and issues.
- Collaborated closely with cross-functional teams, including developers, QA engineers, and product managers, to identify and prioritize enhancements and bug fixes staying true to the product roadmap.
- Maintained and updated internal Support Agents-Only FAQs with new product releases, resulting in improved research time and more efficient ticket resolution.

Senior Customer Success Specialist Feb 2022 – Sept 2022

- Actively managed a client portfolio of nine clients in various industries with a total ARR of \$2.5MM +
- Contributed to account planning by identifying opportunities for increased end-user adoption.
- Drove usage, adoption, and retention of Mediaocean Omnichannel software solutions through onboarding, training, and regular status calls to ensure client's continued success.

Customer Success Specialist Jun 2021 – Feb 2022

- Supported senior customer success managers & directors by providing expertise and guidance on features and functionalities for specific product areas.
- Identified, documented, and shared best practices to improve the overall customer experience and enhance understanding of the value of Mediaocean software solutions.
- Leveraged product knowledge of software and product environments to fill client knowledge gaps, guide clients to the use of self-help resources, and reduce support dependencies.

Client Accounting: Customer Experience Agent Feb 2020 – Jun 2021

- Provided application support to agency partners and vendors by identifying, researching, troubleshooting, and resolving questions and issues related to the proprietary product.
- Collaborated with cross-functional teams to review and ensure product reliability and functionality for product enhancements and releases to Prisma, one of the core products.
- Conducted training of New Hires on the Customer Experience Policies & Procedures Soft Skills.

Client Accounting: Support Specialist

Feb 2019 – Feb 2020

- Managed multiple support requests consecutively by assessing client information within deadlines.
- Coordinated with other departments to communicate client issues and escalate needed resolutions.
- Provided excellent customer service to maintain a departmental customer satisfaction rating of 98%.

**Best Buy** – Manhattan, NY

Jun 2018 – Feb 2019

Computers: Sales Consultant

- Constructed proper practices of client facing interactions including rapport and connection.
- Consistently exceeded sales expectations while providing a complete and total tech solution.
- Maintained relevant knowledge by keeping product certifications up to date on a monthly basis.
- Utilized training tools to stay current on promotional initiatives and help execute profitable growth.

**Dollar General** – Bowling Green, KY / Brooklyn, NY

Jul 2017 – Dec 2017

Assistant Store Manager

- Supported staff development and boosted store performance by implementing best practices and delivering on trainings following company policies and procedures.
- Evaluated and assigned job responsibilities to employees based on specific duties to best meet the needs of the store and encourage team engagement and grow team morale.
- Identified weaknesses in processes and implemented new strategies to address the gap.
- Introduced and employed lean ideas and practices throughout the store.

**Unilever USA** – Englewood Cliffs, NJ

Jun 2016 – Aug 2016

Supply Chain IT Function: Digital Marketing Services Intern

- Spearheaded the development of an electronic/web-based process for Web Content Accessibility Guidelines 2.0 (WCAG 2.0) & Americans with Disabilities Act Compliance.
- Mitigated risk by conducting a company-wide website audit for two major brands in order to ensure compliance with WCAG 2.0 requirements and recommendations.
- Collaborated with cross-functional global teams and stakeholders to implement new processes using the organizations Content Management System and productivity tools.
- Advocated the transition to Office 365 and increased usage by 76% across all Unilever Englewood Cliffs and Trumbull offices.

**Berea College** – Berea, KY

Campus Activities Board: Student Director

Aug 2015 – May 2017

- Led the strategic vision and mission of the Board with innovative strategies to improve ROI.
- Presented promotions, budgets, and events to department heads with 100% accuracy.
- Consistently employed negotiation skills to secure cost-effective purchasing solutions.
- Guided the development, production, promotion, and finances of 75+ campus events.

Berea College TRC: Help Desk Technician

Aug 2014 – May 2015

- Worked in an academic business setting to aid Students (1600), Faculty (175), and Staff.
- Ensured superior customer experience by addressing customer concerns, demonstrating empathy, and resolving problems on the spot.
- Provided technical support for end-user problems and classroom media equipment to the campus wide faculty, staff, and students at the college.