PABLO FLORES

Venezuela (Remote) | Contact me on LinkedIn: linkedin.com/in/pablojfm

CUSTOMER SUCCESS MANAGER | ACCOUNT MANAGEMENT | OPERATIONS | BILINGUAL EN/ES

PROFILE

Bilingual (English/Spanish) Customer Success and Operations professional with 3+ years at Penji, a US design-subscription company, promoted from CSM & Account Executive Team Lead to Board Advisor. Saved 70+ at-risk accounts (about 20% of monthly cancellation requests) and led a remote team of 8. Skilled in account management, churn reduction, upselling, client onboarding, SOPs, KPI reporting and cross-functional collaboration.

WORK EXPERIENCE

BOARD ADVISOR, CUSTOMER SUCCESS | PENJI | REMOTE (2023 – PRESENT)

- Promoted from CSM & Account Executive Team Lead (2023) to Customer Success Specialist (2025) and Board Advisor (2026).
- Client Retention: Saved 70+ at-risk accounts, about 20% of monthly cancellation requests, through custom success plans.
- Escalation Management: Lead high-stakes calls with business owners and marketing directors reconsidering their plan.
- Team Leadership: Led and trained 8 Account Executives through daily meetings, KPI tracking and performance coaching.
- Process Improvement: Improved and updated SOPs, response templates and onboarding docs used to train new hires.
- KPI Reporting: Built spreadsheet reports to track retention, churn and team performance.
- Cross-Functional Collaboration: Coordinated client briefs and deliveries with the design team to keep work on time.
- Revenue Expansion: Identified upsell and cross-sell opportunities, consistently meeting monthly upgrade targets.

FREELANCE: TRANSLATION, SOCIAL MEDIA & CONTENT (2018 – PRESENT)

- Bilingual Translator, Fiverr (2018 – 2024): English-Spanish translation and proofreading, 4.5/5 rating from 14 reviews.
- Community Manager (2021 – 2023): Managed Instagram, content calendars and customer messages for small businesses.
- Content Creator (2024 – Present): Tech videos for TikTok and YouTube; one video reached 261K views and 21K+ likes.

CERTIFICATIONS

PLATZI COURSES (2025 – 2026)

- AI Tools: ChatGPT, Gemini and Prompt Engineering
- Digital Marketing Fundamentals, Consumer Psychology and Persuasion in Marketing
- Professional Digital Communication, Personal Branding and Content Creation

2026 – HUBSPOT SALES HUB SOFTWARE CERTIFICATION (HUBSPOT ACADEMY)

SKILLS

CUSTOMER SUCCESS

- Escalation & Conflict Resolution
- Client Retention & Churn Reduction
- Account Management & Upselling
- Customer Onboarding & Training

OPERATIONS

- Cross-Functional Collaboration
- SOPs & Process Documentation
- KPI Reporting & Data Analysis
- Stakeholder Management
- Remote Team Leadership
- English-Spanish Translation

TOOLS & PLATFORMS

- **Productivity:** Notion (Advanced), Trello, Google Workspace, Claude, ChatGPT.
- **Communication:** Slack, Zoom, Loom, Intercom.
- **Fintech & Analytics:** Stripe (Billing Support), Spreadsheets (KPI Reporting), HubSpot CRM (Sales Hub Certified).

LANGUAGES

- Spanish (Native)
- English: C2 (Advanced / Bilingual Proficiency)