

MARKUS GOFFIN

COMMUNICATION SPECIALIST

CONTACT

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https://www.mgoffin.com/x_index.html
Aleea Textilistilor Nr.1, Bl. MY 1, Sc. 1,
Et.3, Ap. 16, 032801 Bucharest

SKILLS

MS Office, Adobe Creative Suite
Python, HTML5, CSS3, JavaScript
SEM/SEO, Social Media Marketing
SAP, Salesforce, Content Marketing, AI

EDUCATION

Private School

Dr. Halbach, Düsseldorf

1977-1982
Developed a strong foundation in academics and critical thinking at a prestigious private institution known for its rigorous curriculum.

Primary School

Matthias-Claudius, Düsseldorf

1972-1976
Gained essential educational skills and values in a nurturing environment that fostered curiosity and lifelong learning.

LANGUAGES

German
English
Romania

PROFILE

A dynamic and results-driven management professional with over 30 years of experience in marketing, training, and organizational development. Skilled in combining strategic vision with operational expertise to drive profitability and improve efficiency. Recognized for superior client service ratings and a proven ability to lead transformational initiatives across diverse industries. Highly adaptable, collaborative, and committed to excellence in every endeavor.

WORK EXPERIENCE

Certified Process Trainer & Certified Quality Analyst

IGT-Solutions 2021-Present

- Designed, developed, and delivered comprehensive training programs for Lufthansa and British Airways portfolios.
- Managed classes of 15-20 staff, ensuring smooth scheduling, engagement, and logistical coordination.
- Led CRM training initiatives to enhance customer experience and operational efficiency.
- Implemented quality frameworks and conducted assessments to uphold service excellence.
- Specialized in the British Airways project as a certified trainer for foundation and upskill training, focusing on customer service improvements to enhance customer satisfaction and C-Sat scores.
- Created, programmed, and designed presentations, videos, and e-learning modules to illustrate processes, simplify workflows, and make tasks clearer and more efficient.
- Certified Quality Assistant: Developed workflow optimization programs and conducted training sessions with colleagues to streamline operations and promote best practices.

Additional Subject Areas for IGT:

- Process Documentation:** Authored and maintained detailed training manuals and process guidelines to ensure consistency and clarity across all teams.
- E-Learning Development:** Designed interactive e-learning modules, incorporating multimedia elements to facilitate self-paced learning and retention.
- Customer Satisfaction Analysis (C-Sat):** Conducted data-driven assessments to identify key drivers of customer satisfaction and implemented targeted training to address gaps.
- Quality Assurance Audits:** Performed regular quality audits to ensure adherence to service standards and operational excellence.
- Performance Tracking and Reporting:** Developed performance dashboards to track trainee progress, identify trends, and provide actionable insights to management.
- Cross-Cultural Training Delivery:** Adapted training content for diverse audiences, ensuring cultural sensitivity and relevance for international teams.
- Service Excellence Workshops:** Conducted workshops on service excellence, equipping staff with advanced communication skills and empathy techniques.
- Feedback Integration:** Actively gathered and integrated participant feedback to continuously improve training effectiveness and engagement.
- Conflict Resolution Coaching:** Trained teams on managing challenging customer interactions and resolving conflicts effectively while maintaining professionalism.
- Change Management Facilitation:** Supported smooth transitions during process or system updates by delivering targeted training and hands-on support.
- Technology Integration:** Leveraged tools like Microsoft PowerPoint, Excel, and LMS platforms to streamline training delivery and participant tracking.
- Stakeholder Collaboration:** Worked closely with internal and client stakeholders to align training objectives with business goals and expectations.
- Innovative Training Techniques:** Introduced gamification and real-time scenario-based exercises to enhance learner engagement and retention.
- Workflow Optimization:** Identified inefficiencies in processes and developed training interventions to enhance productivity and reduce operational bottlenecks.

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FURTHER EDUCATION

- Marketing, Concept Development, Web Design | 2011
- Motivation and Rehabilitation Training for Managers | 2005 – 2006
- Import-Export Training | 2004 – 2005
- Jewelry Designer and Goldsmith Training | 1985 – 2003
- Vocational Training – Retail Sales | Juwelier Walter Goffin, Düsseldorf | 1982 – 1985

LANGUAGES

German (Native):

Exceptional verbal and written communication skills, suited for professional and technical environments.

English (Fluent):

Advanced proficiency in both business and conversational contexts, enabling seamless international collaboration.

Romanian (Basic):

Effective for daily interactions and understanding local cultural nuances.

WORK EXPERIENCE

Technical Trainer

TCL

2019-2021

- Delivered comprehensive technical training programs focused on supporting TV-based solutions for end users in Germany, covering system functionalities, troubleshooting protocols, and user experience optimization.
- Maintained a high first-call resolution rate by equipping trainees with advanced troubleshooting skills, effective communication strategies, and a customer-centric approach to issue resolution.
- Created, curated, and continuously updated a comprehensive knowledge database, streamlining access to critical information and improving process consistency, staff efficiency, and autonomy.
- Designed engaging training materials, including step-by-step guides, video tutorials, and scenario-based learning exercises, to enhance retention and practical application of technical concepts.
- Conducted regular feedback sessions and assessments to monitor trainee progress, address knowledge gaps, and refine training methodologies.
- Collaborated with cross-functional teams to align training content with evolving product features and customer service goals, ensuring relevance and effectiveness.

Additional Subject Areas for TCL:

- **Advanced Troubleshooting Techniques:** Developed and implemented advanced troubleshooting protocols to ensure quick and effective resolution of technical issues.
- **Knowledge Management Systems:** Built and maintained centralized knowledge repositories to enhance team efficiency and service consistency.
- **Customer Journey Enhancement:** Focused on improving user experience by aligning training content with customer needs and expectations.
- **Quality Assurance:** Ensured high-quality service delivery through continuous process evaluations and refinements.
- **Scenario-Based Training:** Created immersive and practical training modules to simulate real-life scenarios, improving trainees' readiness for customer interactions.
- **Technical Translation (English/German):** Facilitated seamless communication and understanding through technical translations and localized content development.
- **Remote Training Delivery:** Successfully delivered training programs through virtual platforms, adapting strategies to engage remote participants effectively.
- **Data-Driven Insights:** Analyzed training effectiveness using feedback and performance metrics, presenting actionable insights to stakeholders.
- **Change Management Support:** Assisted in transitioning to updated systems and processes, ensuring team adaptability and minimal service disruption.
- **Process Documentation:** Authored detailed manuals and guidelines to document workflows, enhancing transparency and replicability.
- **Cross-Functional Collaboration:** Worked closely with development, support, and product teams to align training with evolving business objectives.
- **Service Level Agreement (SLA) Adherence:** Trained teams to meet and exceed SLA targets, driving service reliability and customer satisfaction.
- **Technical Escalation Management:** Guided teams in handling escalations, ensuring resolution efficiency and maintaining customer trust.

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POST OF RESPONSIBILITY

- Successfully managed multiple large-scale projects with a focus on organizational development and operational efficiency.
- Over a decade of experience in planning, organizing, and executing complex projects.

WORK EXPERIENCE

Process Trainer

Genpact

2018-2019

- Documented new process updates comprehensively within the process manual, ensuring clarity, accessibility, and alignment with organizational standards.
- Monitored team calls to ensure adherence to quality benchmarks and customer satisfaction metrics, earning accreditation as a Call Coach to mentor and guide team performance.
- Generated detailed monthly reports on team metrics, performance trends, and process improvements, sharing actionable insights with team members and management.
- Designed and developed effective training materials using a variety of tools, including Microsoft Word, Microsoft Excel, and I-Learn, tailored to diverse learning needs and organizational goals.
- Updated and maintained training pages to ensure content accuracy, relevance, and user engagement, enhancing knowledge accessibility for staff.
- Played a key role in leading the major transition of the company's training software, ensuring seamless implementation and user adoption through support and guidance.
- Assisted in Business Process Development by analyzing existing workflows, identifying opportunities for improvement, and implementing optimized processes.

Additional Subject Areas for Genpact:

- **Case Management:** Streamlined case handling processes to ensure timely resolution and customer satisfaction.
- **Complaint Management:** Managed escalations effectively, employing empathy and strategic problem-solving to address customer grievances.
- **Translation (English/German):** Delivered accurate translations to bridge communication gaps and support bilingual customer interactions.
- **Handling Customer Requests:** Efficiently processed customer inquiries and requests, ensuring prompt and effective service delivery.
- **Task Assignment:** Coordinated task delegation within the team, ensuring balanced workloads and meeting deadlines.
- **Organizational Assistance:** Supported organizational needs by managing logistics, schedules, and administrative tasks.

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TECHNICAL SKILLS

- **Office and Productivity Tools:**
Proficient in MS Office Suite (Word, Excel, PowerPoint, Outlook), ensuring efficiency in documentation, presentations, and data analysis.
- **CRM Systems:** Expertise in Salesforce and other CRM platforms for managing customer relations and streamlining workflows like SAP.
- **Web Development and Programming:** Advanced knowledge of HTML5, CSS3, and JavaScript for creating modern, responsive web designs.
- **Digital Marketing:** Skilled in SEM/SEO strategies, social media marketing, and content creation to enhance online presence and drive engagement.
- **Creative Tools:** Proficient in Adobe Creative Suite (Photoshop, Illustrator, InDesign) for branding, graphic design, and promotional materials.
- **Data Analytics:** Experience with tools like Python and Google Analytics for data-driven decision-making.

WORK EXPERIENCE

Process Trainer

WIPRO

2016-2018

- Conducted impactful training sessions for teams ranging from 25-60 members, focusing on enhancing product knowledge, customer handling capabilities, and service excellence.
- Mentored team members on quality management principles, instilling performance improvement strategies and fostering a culture of continuous learning and development.
- Successfully acted as a project manager for German language initiatives, ensuring seamless communication, operational success, and effective cross-functional collaboration.
- Coordinated and monitored programs and projects for assigned work units to establish measurable goals and achieve targeted objectives.
- Advised management on policy changes and operational improvements to enhance productivity and streamline workflows.
- Managed the daily design, direction, and coordination of operations, services, and programs specific to assigned work units.
- Prepared and presented comprehensive informational reports, delivering accurate insights to support decision-making processes.
- Processed complex information to draw valid conclusions, supporting strategy development and operational success.

Key Responsibilities and Achievements WIPRO:

- Recruited, trained, and effectively managed floor teams for German-speaking projects, overseeing operations for ABB, Microsoft, Novartis, and Boston Scientific.
- Worked proficiently in German across Phone, Chat, and Email communication channels, ensuring high-quality customer service and satisfaction.
- Provided mentoring and guidance for a 60-member team at ABB, conducting sessions in English to foster alignment and performance improvements.
- Developed and presented innovative workflows to streamline processes and improve team productivity.
- Built strong customer relationships, enhancing retention rates and driving customer loyalty through exceptional service.
- Implemented effective complaint control and management, resolving issues promptly to maintain high customer satisfaction levels.

Additional Subject Areas for WIPRO:

- **SLA / NPA Management:** Monitored and managed Service Level Agreements and Non-Performance Agreements to meet contractual obligations and exceed performance standards.
- **Ticket Management (C-SAT / D-SAT):** Streamlined ticket resolution processes, focusing on maximizing Customer Satisfaction (C-SAT) and minimizing Dissatisfaction (D-SAT).
- **Complaint Management:** Designed and executed robust complaint management frameworks, ensuring resolution efficiency and customer satisfaction.
- **Translation (English / German):** Delivered precise translations to facilitate seamless communication and enhance service quality in multilingual environments.
- **Employee Recruitment (India):** Assisted in hiring processes, sourcing skilled candidates to build high-performing teams.
- **Concept Design for Management:** Created strategic concepts and proposals for managers, supporting project planning and operational enhancements.
- **Team Management Across Geos:** Successfully handled teams across multiple geographical locations, ensuring coordination and alignment with organizational objectives.
- **Solutioning and Managed Services:** Leveraged expertise in solutioning and managed services to design effective strategies and optimize operations.

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LEADERSHIP AND TRAINING

- **Team Leadership:** Extensive experience managing and mentoring teams, fostering collaboration and productivity.
- **Training Expertise:** Certified trainer with a proven track record of delivering impactful training sessions and workshops.
- **Project Management:** Adept at planning, organizing, and executing complex projects, ensuring timely and successful outcomes.

WORK EXPERIENCE

Business Owner – Management Consultant

MAGO Business

2011-2016

- Provided comprehensive consulting and training services in content marketing, web design, and business development, tailored to the unique challenges of medium-sized and large businesses.
- Designed and implemented customized solutions to drive growth, improve efficiency, and enhance brand visibility for clients across diverse industries.
- Conducted in-depth market analysis and competitor benchmarking to develop strategic plans that aligned with clients' business goals.
- Built and optimized user-friendly, responsive websites using the latest design trends and best practices to enhance user experience and increase customer engagement.
- Created and executed content marketing strategies, including SEO optimization, social media campaigns, and targeted email marketing, resulting in measurable increases in website traffic and lead generation.
- Developed and delivered interactive workshops and training sessions for client teams, empowering them with the skills and tools to sustain long-term success.
- Managed client relationships by maintaining open communication, providing regular updates, and ensuring satisfaction with delivered solutions.
- Assisted in branding and identity creation, from logo design to messaging frameworks, to establish cohesive and recognizable client brands.
- Provided ongoing support and troubleshooting for technical issues, ensuring smooth operation of digital platforms and tools.
- Acted as a trusted advisor, offering strategic insights and actionable recommendations to help clients overcome operational challenges and achieve growth objectives.
- Established a strong referral network through exceptional service delivery, building a reputation for reliability and expertise.

Marketing Director and Project Manager

CILOR®

2010-2011

- Revitalized corporate identity by updating branding elements, messaging, and marketing strategies, significantly enhancing brand recognition and market positioning.
- Developed and executed comprehensive marketing plans, leveraging digital and traditional channels to drive customer engagement and business growth.
- Successfully managed international exhibitions in Leipzig, Salzburg, and Munich, overseeing all aspects of event planning, logistics, and on-site execution to showcase the brand and generate new business opportunities.
- Delivered impactful language training sessions tailored to client and colleague needs, earning high regard for the quality and effectiveness of the sessions.
- Coordinated cross-functional teams to ensure alignment on marketing and project objectives, fostering collaboration and achieving project milestones.
- Built and nurtured relationships with key stakeholders, including clients, vendors, and industry partners, to support long-term business goals.
- Monitored marketing performance metrics, analyzing results to identify areas for improvement and implementing actionable insights for future campaigns.
- Directed creative teams in the production of marketing materials, ensuring consistency with brand guidelines and messaging.
- Played a pivotal role in project management, streamlining workflows, setting clear objectives, and maintaining timelines to deliver results under budget and on schedule.
- Strengthened the company's reputation by consistently delivering high-quality projects and maintaining a customer-centric approach to all initiatives.

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CUSTOMER SERVICE

- **Conflict Resolution:** Skilled in handling escalations and resolving customer concerns with professionalism and empathy.
- **Quality Assurance:** Strong ability to maintain and improve service quality standards through monitoring and feedback mechanisms.
- **Client Relations:** Exceptional at building and sustaining long-term client relationships to drive satisfaction and loyalty.

WORK EXPERIENCE

Jewelry Designer and Project Manager

H&S/Goffin

2009-2010

- Developed and successfully launched a high-end designer label specializing in luxury, high-quality jewelry, blending innovative design concepts with exceptional craftsmanship.
- Designed unique, bespoke jewelry collections, focusing on timeless aesthetics and attention to detail, catering to discerning clientele.
- Managed all aspects of the brand launch, including market research, supplier coordination, production timelines, and promotional activities.
- Established partnerships with premium suppliers and artisans to ensure the use of top-tier materials and techniques in all designs.
- Oversaw the creation of a compelling brand identity, including logo design, marketing materials, and packaging, to position the label as a luxury brand.
- Directed photoshoots and visual campaigns to showcase collections, ensuring alignment with the brand's upscale image.
- Collaborated with marketing teams to develop strategies for building brand awareness through exhibitions, social media campaigns, and direct client outreach.
- Maintained close client relationships to provide personalized service, ensuring customer satisfaction and repeat business.
- Managed project budgets and timelines, delivering on objectives while maintaining cost efficiency.
- Gained recognition within the luxury market for innovative designs and impeccable project execution.

Advisory Staff and Project Manager

Moderne Juwelier

2004-2009

- Directed business development initiatives to drive revenue growth, expand market presence, and strengthen customer relationships within the luxury jewelry industry.
- Provided tailored training programs for staff, focusing on customer service excellence, product knowledge, and sales techniques to enhance team performance and confidence.
- Developed and implemented strategies to optimize store operations, including inventory management, merchandising, and client engagement practices.
- Served as a trusted advisor to clients, offering expert guidance on high-value purchases and bespoke jewelry solutions, ensuring an exceptional customer experience.
- Managed special projects, including new product launches and promotional events, coordinating cross-functional teams to deliver seamless execution.
- Conducted market research to identify emerging trends and customer preferences, leveraging insights to inform product selection and marketing efforts.
- Designed and refined processes for tracking key performance indicators, enabling data-driven decision-making and continuous improvement.
- Collaborated with suppliers and artisans to curate exclusive collections that aligned with the brand's image and customer expectations.
- Played a key role in enhancing the store's reputation as a premier destination for luxury jewelry through exceptional service and innovative offerings.
- Maintained a consistent focus on achieving sales targets and fostering long-term client relationships.

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ADAPTABILITY AND PROBLEM - SOLVING

- **Multitasking:** Proven ability to manage multiple priorities effectively in fast-paced environments.
- **Critical Thinking:** Strong analytical skills to evaluate situations and develop innovative solutions.
- **Cultural Sensitivity:** Effective at working in diverse, multicultural teams and environments.

ACTIVITIES

- Passionate about supporting charitable causes, actively involved in fundraising for biserica-udricani.ro.
- Swimming: Enjoys swimming as a way to stay active, maintain focus, and embrace the calming rhythm of water.
- Tennis: Loves the competitive yet strategic nature of tennis, appreciating its balance of physical agility and mental sharpness.
- Investing: Deeply passionate about the stock market and shares, continually learning and analyzing trends to make informed investment decisions.
- Cooking: Enthusiastic about cooking, finding joy in experimenting with new recipes and creating flavorful dishes to share with family and friends.

WORK EXPERIENCE

Business Owner

M&H/Goffin

2003-2004

- Successfully managed regional retail operations specializing in luxury, high-quality jewelry, overseeing all aspects of the business from strategy to execution.
- Developed and implemented innovative marketing strategies to attract a high-end clientele and drive sales growth.
- Managed inventory and supplier relationships to ensure a consistent supply of premium products, maintaining the brand's reputation for quality and exclusivity.
- Designed and curated bespoke jewelry collections, aligning with customer preferences and emerging trends in the luxury market.
- Delivered exceptional customer experiences by providing personalized consultations and tailoring offerings to meet individual client needs.
- Supervised daily operations, including staff training, sales performance analysis, and customer relationship management, to achieve business objectives.
- Established a strong regional presence, building brand recognition and fostering a loyal customer base through exceptional service and unique product offerings.
- Monitored market trends and competitor activities, leveraging insights to refine business strategies and maintain a competitive edge.
- Balanced operational budgets, ensuring cost efficiency while delivering high-quality products and services.
- Demonstrated entrepreneurial acumen by navigating challenges and adapting to the dynamic retail landscape to sustain profitability and growth.

Manager and Business Owner

Juwelier Walter Goffin

1985-2003

- Rebuilt and successfully expanded a family-owned business into a prestigious high-end diamond jewelry brand, earning recognition in the luxury market.
- Spearheaded the rebranding and modernization of the business, including the development of a refined corporate identity and the introduction of exclusive product lines.
- Established partnerships with renowned suppliers and diamond cutters to source exceptional materials, ensuring the highest quality for every piece.
- Designed and curated bespoke diamond jewelry collections, catering to an elite clientele with a focus on craftsmanship and innovation.
- Led all aspects of business operations, including strategic planning, financial management, and staff supervision, ensuring sustainable growth and operational excellence.
- Implemented effective customer relationship management strategies, fostering long-term loyalty and generating repeat business.
- Directed the renovation and modernization of the retail space, creating an inviting and sophisticated environment that reflected the brand's luxury positioning.
- Organized and managed exclusive events and exhibitions, showcasing collections and expanding the brand's reach within the high-end market.
- Provided hands-on training to staff, ensuring consistency in delivering exceptional service and maintaining the brand's reputation for excellence.
- Developed and executed marketing campaigns to strengthen brand visibility, leveraging print, digital media, and word-of-mouth referrals.
- Grew the business into a trusted destination for luxury jewelry, maintaining a focus on quality, innovation, and customer satisfaction.



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DEAR TALENT ACQUISITION SPECIALIST,

Throughout my career, I have demonstrated a commitment to growth and innovation. As the Manager and Business Owner of Juwelier Walter Goffin, I transformed a family-owned business into a renowned high-end diamond jewelry brand, spearheading rebranding initiatives, expanding market reach, and maintaining exceptional customer relationships. This experience not only honed my business acumen but also instilled in me the ability to lead teams with vision and purpose.

At M&H/Goffin, I managed regional retail operations specializing in luxury jewelry, overseeing daily operations and establishing a loyal client base. My experience with H&S/Goffin further enriched my expertise, as I launched a designer label focused on bespoke jewelry, blending creativity with meticulous project management.

In my role as Marketing Director and Project Manager at CILOR®, I successfully revamped corporate identity and managed international exhibitions, while also delivering language training sessions that earned high regard from both clients and colleagues. Similarly, my tenure with Moderne Juwelier allowed me to lead business development initiatives, provide tailored training programs, and optimize store operations, contributing to the company's growth and reputation.

As a Business Owner and Management Consultant at MAGO Business, I delivered innovative solutions in content marketing, web design, and business development, partnering with medium-sized and large businesses to achieve measurable success. My technical expertise was further showcased at TCL, where I delivered technical training programs, maintained high first-call resolution rates, and developed an extensive knowledge database to support end users in Germany.

Currently, as a Certified Process Trainer and Quality Analyst at IGT Solutions, I specialize in designing, delivering, and evaluating training programs for prestigious portfolios such as British Airways and Lufthansa. I have successfully implemented quality frameworks, developed e-learning modules, and enhanced customer satisfaction scores through tailored initiatives. My ability to analyze workflows and introduce process improvements has significantly streamlined operations and empowered teams to perform at their best.

In addition to my professional accomplishments, I have cultivated a diverse skill set that includes SLA/NPA management, complaint resolution, cross-cultural training, and business process development. My ability to manage teams across geographies, combined with my expertise in solutioning and managed services, ensures that I bring value to every project I undertake.

SINCERELY,

MARKUS GOFFIN
