Bruna Martins

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Talented and **customer-centric** professional with a decade of dedicated experience in customer support and customer facing roles such as **Customer Success Manage**r and **Technical Account Manager** within the high-tech industry including **SaaS** and **ERP implementation**, managing **Enterprise accounts** . Hands-on experience in the IT sector, I possess a keen understanding of end-user needs, tailoring solutions to **optimize business interactions** with precision. Recognized for **proactive engagement**, I prioritize clear communication with users and clients. With a strategic mindset and a customer-centric approach, I am committed to maximizing **value** for both clients and the organization.

Outstanding communication abilities, adept at **articulating technical ideas** effectively to both technical and   non-technical audiences. Established history of **exceeding quotas** and implementing effective **customer retention strategies**.

Skillset

Hard Skills

- Technical account management
- SaaS
- ERP
- Docker
- JIRA
- SQL / Postgres /Oracle
- API Integration and Troubleshooting
- Entry-level proficiency in Python, JavaScript, HTML, CSS, NodeJS
- CRM

Soft Skills

- Customer Focus
- Customer retention
- Sales, quarterly quotas achievement
- Ability to adapt to evolving and changing processes
- Relationship Building
- Problem-Solving
- Communication
- Time management
- Teamwork
- Self-learning

Professional Experience

Technical Account Manager

dLocal | Montevideo – UY (Remote) | Aug/2023 - today

Responsible for managing and developing strong relationships with our customers, acting as a trusted consultant and advocate for their technical needs. I work closely with our sales, support, and

engineering teams to ensure customer satisfaction, retention, and growth.

Key responsibilities:
- Act as the primary point of contact for customer technical inquiries and issues, providing effective and timely solutions.
- Build and maintain strong, lasting relationships with key stakeholders and decision-makers in customer organizations.
- Provide technical guidance, onboarding,support, and training to customers, ensuring they are maximizing the value of our products and services on their API integrations and usage of the platform, following market/ law regulations for the specific countries.
- Collaborate with internal teams to identify and implement solutions for customer issues and improve the overall customer experience.
- Conduct regular meetings and reviews with customers to ensure their satisfaction and address any issues or concerns.
- Monitor and track customer usage and provide regular reports and insights to inform strategic decision-making and product development.
- Wallet composed of 60% mid-market accounts, and 40% Enterprise accounts.

Customer Success Manager
Rocket.Chat | Porto Alegre – BR (remote) | July/2020 - Aug./2023

Customer Success Manager for the North American region, being responsible for cultivating and maintaining strong relationships within assigned Enterprise accounts, ensuring high levels of customer satisfaction and recognition of ROI, leading to strong renewals and growth opportunities. In this position, I work closely with our customers alongside the Sales, Customer Support, Product Management, and Finance teams to ensure our services are delivered successfully. Being the main point of contact for accounts like US Navy, Seeking Alpha, Relatient, Andela, among others.

Key responsibilities:
- Ensuring high levels of customer satisfaction and recognition of ROI.
- Prepared detailed Statements of Work (SOWs) outlining project scope, objectives, deliverables, timelines, and budget
- Customer Onboarding.
- POC's with New Logos
- Leading to strong renewals and growth opportunities - Responsible for the North America wallet, with ARR of USD 1.5 Million
- 100% of Renewal and Upsell quarterly quotas achieved.
- Wallet composed of 15 Enterprise accounts, and 20 mid-market.
- Collaborating closely with Sales, Customer Support, Product Management, and Finance teams.
- Ensuring successful service delivery.
- Providing training and technical assistance during the implementation process for both SaaS and self-managed products. (AWS based service and Linux based environments for self-managed)

Systems Analyst
Arezzo&Co | Campo Bom – BR | August/2016 – Feb/2020

Initially worked as an L2 support analyst, resolving tickets related to financial and fiscal areas in the Linx ERP. After 7 months, was promoted to the implementation area, where responsibilities included supporting and parameterizing the retail ERP system, providing system training to users, and overseeing franchise openings. Played a key role in a system migration project, contributing to testing and project management efforts.
Key responsibilities:
- Technical support for the retail ERP (more than 80 stores)
- Parametrization and configuration of the systems used in-store.
- End-user training
- Regular travelling to be present at the store openings assisting with the system.

Education

System Analysis and Development

Faculdade Anhanguera BR- RS| System Analysis
and Development Bachelor's Degree
•Other Courses: Software Testing , Intern Training

in Software Test (Stefanini -Dell BR),
BPM Training (Grupo Sinos, Jornal NH), Project
Management (SCRUM) – Arezzo&Co, Agile
Methodologies (Allura), JavaScript (Udemy),
Onboarding and Adoption Best Practices for
Customer Success Management, Emotional
Intelligence for leaders.

Languages

Portuguese
Native

English
Full Proficiency

Spanish
Professional Proficiency