

# JOSE ARRIAS

Age: 30

Years of Experience: 6

Location: Helsinki, Finland

E-mail: [josem.arrias@hotmail.com](mailto:josem.arrias@hotmail.com)

Phone: +358449871389



Marketing, Social Media, Community Management, Customer Support, Business Development, Customer Success

## EDUCATION

[San Jose Institute– Lagunillas, Zulia estate, Venezuela] Graduation: 2005

[Dr. Rafael Belloso Chacin University] Bachelor Degree in Marketing and Business.  
Graduation: 2011.

## WORK EXPERIENCE

**[January – May 2019]** Customer Success Manager at Screenful

Main responsibilities:

- Overseeing the current portfolio of customers
- Manage all process of the sales cycle (on-boarding, implementation, post-sales) to ensure long-term commitment from customers,
- Overseeing customer support
- In charge of Ad Campaigns and Performance Marketing for Facebook and Twitter. Achieving good results in terms of ad clicks and CPC under 50 cents.
- Content Marketing with a focus on how-to guides

The role was not quite what I was told it would be during our interviews. The Enterprise account trials are not often at all as I was informed, so I do not have a constant workflow to work with,

turning my work into a bit of everything. Despite being great and quite a learning process in different areas, it is not what I was hired for. My work is a bit of everything, but nothing in specific.

Due to the reasons described above, I have decided to seek other opportunities where I feel that my role in the company more developed, and there is a clear vision of what is expected of me.

**[December 2017 – January 31<sup>st</sup>, 2019]** Community Manager, Promoted to Business Intelligence & Analytics at Lightneer

Main responsibilities:

- In charge of our corporate Facebook, LinkedIn and Twitter accounts
- Content creation and automation via Sprout Social
- Present results on weekly meeting. Organic growth went on steady growth on weekly basis
- Interact with users and keep the community engaged
- Content Creation for our company blog
- Customer Support: answering general questions, or reporting bugs via JIRA. Working with the dev. team and prioritizing tasks
- Worked with agile/scrum methodology

**[May 2017 – December 2017]** Head of Customer Relations at Kokoa Agency

Main responsibilities:

- Oversee the Sales and Business Development Strategy of the company
- Approach potential clients within the EdTech industry
- In charge of the whole sales cycle (prospecting, implementation, post-sales)
- Seek new partnerships or opportunities to promote the brand
- Analyze the most suitable business model for the company

This job left me with one of the greatest learning experiences of my life. Shortly after joining this very small startup, I realized the business model they were trying to implement (traditional cold calling/emailing, closing target-based deals) was not suitable for this organization. After several discussions and hard work as a team, this became very clear. My position became irrelevant then, so I ended up losing my job, but I left with a victory in my mind since I was involved in helping a company to find a better path to become a sustainable business.

This is understandable when you join an incredibly small startup (I was their only employee). It was time to move on and seek other opportunities.

Nowadays, they have changed their business model to SaaS.

**[November 2016 – March 2017]** Business Development Representative at Bitbar Oy

Main responsibilities:

- Open new business opportunities for the assigned markets (mostly UK)
- Contact potential prospects via phone call or email
- Manage free trial registrations and nurture them into paid customers
- In charge of inbound leads coming from the markets assigned
- The tools used were mostly Salesforce CRM, Pardot and Ring DNA integrations

**[June 2015 – August 2016]** Business Development Representative. Promoted to Social Media and Community Manager. Smarp Oy, Helsinki Finland

Main responsibilities as Social Media & Community Manager:

- After my promotion, I was in charge of all social media corporate accounts (Facebook, Twitter, LinkedIn)
- Distribute content internally for employees to share
- Interview influencers for content creation purposes
- Interact with our community on social media
- Organize webinars with influencers to discuss about Employee Advocacy

Main responsibilities as Business Development Representative:

- In charge of prospecting for the UK and Spanish speaking markets
- Assigned the meetings booked to my supervisor
- In specific cases, I had the meetings and provide the on-boarding myself

**[March 2013 – March 2015]** F Customer Development Representative – Promoted to Customer Development Manager. CBTec Oy, Helsinki Finland

Main responsibilities as Customer Development Representative:

- Involvement in local marketing planning and implementation
- Sales to universities, colleges and institutions
- Professional technological and know-how support to customers

- Networking with similar organizations as stated above
- Other customer development related activities

#### Main Responsibilities as Customer Development Manager

- Assisting Eliademy customers with on boarding process and content creation
- Marketing planning and implementation
- Supervision of customer development trainees
- Develop relationships with existing customers to gain loyalty towards our brand and create a long term relationship. Also provide support to achieve goals and upscale their current projects with us

**[May – August 2012]** Vice President of External Relations. AIESEC and Wayuu Taya Foundation, Maracaibo Venezuela

Main responsibilities: Event planning, fundraising, sponsorship research and captation, other marketing and management related duties.

**[August – December 2011]** Marketing Assistant. Commercial Bank of Africa, Nairobi Kenya

- Support with logistics for our internal and corporate events in relation to the launching of our new brand
- Provide ideas for content creation targeted to a young audience for our brand/website
- Assist our Marketing Manager with other responsibilities

**[January – March 2011]** Sales Executive. MilRegalos Corp, Maracaibo Venezuela.

Main Responsibilities: Development and design for promotional campaign, B2B and B2C sales, telemarketing and social media. Internship as a requirement to obtain my bachelor's degree

**[November – April 2014]** Social Media coaching and Project Planning. UN Habitat.

Constant meeting with project creators to develop effective social media strategies, project planning and sponsorship research.

**[January 2011 – August 2013]** AIESEC

AIESEC is a worldwide youth leadership organization in charge of training people to become leaders and create a positive impact in society. Main responsibilities: Recruitment, conference speaking, human resources, customer care and development.

#### IMPORTANT ACCOMPLISHMENTS

**[September 2014]** Youngest Speaker and Special guest at international conference called Adejetec 2014

Representing former employer CBTec Oy, I was responsible to speak about how education is vital for any country to become a smart city.

**[May – August 2012]** First management and leadership experience

During my time as Vice President of External Relations, I was responsible for leading a team of 6 volunteers to perform our related responsibilities to create 3 fundraising events for the international nonprofit organizations that we represented. Main responsibilities included sponsorship and fundraising research and meetings, event planning and logistics.

**[January – June 2011]** Honorary recognition from business and marketing campus and deans due to innovative and challenging thesis candidate project.

Creation and development of a new kind of marketing called “Green City Marketing”, which consists on developing new ways to sell a city as a brand, gaining new investment opportunities, more tourist attractions, and better quality of life for the city’s residents, tourists,

investors, and at the same time, helping the environment preservation, as a requirement to obtain a marketing degree.

**And many more to come...**

#### LANGUAGES

**[Native]** Spanish

**[Excellent or Native Level]** English

**[Medium]** Finnish

#### SELF-LEARNING AND COURSES TAKEN

**[Programming for everybody with Python]**. University of Michigan. 2015

**[International Business]** University of New Mexico. 2015

**[International Leadership and Organizational Behavior]** Università Bocconi. 2015

**[Gamification]** University of Pennsylvania. 2015

**[How to monetize mobile apps]**. Online course

**[Critical Thinking in Global Challenges]** The University of Edinburgh. 2015

**[Aboriginal Worldviews and Education]** University of Toronto. Canada

**[Women and Civil Rights Movement]** University of Maryland. United States

**[Developing Innovative Ideas for New Companies]** University of Maryland. United States

**[CLIC (AIESEC Conference), Creativity, Leadership, Innovation]** Maracaibo, Venezuela

**[Management of modern markets]** Maracaibo, Venezuela, 2010

**[2nd international Leadership, marketing and sales congress]** Mérida, Venezuela, 2008.

**[2<sup>nd</sup> edition of Creative explosion international congress]** Maracaibo, Venezuela, 2008

**[Creative Explosion international congress]** Maracaibo, Venezuela, 2007