

Simon Abello

Citizenship: Italian & Colombian
Languages: Fluent English & Native Spanish

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PROFESSIONAL EXPERIENCE

Rockwell Automation *Rotterdam, Netherlands*

Nov 2021 – Present

CX Senior Business Analyst

- Built an AI & ML-based Topic Analysis framework using BERT and scikit-learn that automated the analysis of 34,000 customer survey comments, enabling teams to efficiently understand customer feedback improving productivity ten times.
- Pioneered the 2022-2025 Roadmap strategy for new B2B e-commerce capabilities, using SAFe Agile Methodologies leading to an increase in 2.2 M USD in hardware sales through the channel.
- Developed financial forecasting models for e-commerce capabilities achieving a ROI of 137% in 3 years.
- Integrated Customer Experience metrics with Business KPIs such as NPS, churn, and revenue, demonstrating my adeptness in utilizing data to drive customer engagement.
- Created and presented strategic decks for senior leadership, outlining the CX vision and strategy, facilitating better alignment and collaboration across key departments.
- Designed data reporting dashboards using tools like PowerBI and Adobe Analytics.
- Working on a Customer Journey Management Framework for the organization using tripe diamond methodology and TheyDo Journey Mapping tool to translate customer pain points into business opportunities, epics, and features.

Geometry *Bogota, Colombia*

Jan 2018 – Dec 2020

Brand Strategist / Digital Project Manager

- Directed communications & marketing campaign strategies for multiple products in the Colgate Andean Region, increasing revenue by 30% in 2020.
- Played dual roles in product management and brand planning, highlighting flexibility in handling multiple tasks, and adapting to varying digital platforms and digital expertise.
- Delivered multiple digital projects for clients as a product manager/strategist such as corporate websites, campaign landing pages, branded video game mobile apps and AR/VR experiences.
- Executed extensive multi-country market research with diverse customer groups for a new successful product launch to generate market penetration of a cannabis-based CBD product in Peru, Mexico, and Colombia.
- Researched and Created trend reports for the LATAM region. Featured in BrandZ Latam 2020 publication from WPP.

Account Executive

- Negotiated and upsold the client's commercial contract to a 20% upside of a \$220k ARR opportunity.
- Managed the development & launch of a digital learning platform and its marketing budget for the region aimed at healthcare professionals for client Novartis.
- Managed the social media content creation specialists, graphic design, and strategist for multiple clients.

EDUCATION

Rotterdam School of Management, Erasmus University

March 2022

Master of Business Administration & M.Sc. in Business Administration (MBA)

- 1st Place - IESE Business School Impact Investing Competition Feb 2021
- 1st Place - Invest for Impact competition UNC Kenan-Flagler Business School May 2021
- RSM Net Impact Sustainability Chapter – Co-Marketing Officer

Jorge Tadeo Lozano University

Aug 2018

Bachelor of Arts in Advertising

SKILLS & CERTIFICATIONS

- Certified SAFe 5 Lean Portfolio Manager – Scaled Agile
- Gold & Silver in Effie Awards
- Microsoft Office Suite
- Power BI
- Python