



Edu Casanova

Customer Excellence Manager

GET IN TOUCH

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LINKS

[LinkedIn](https://linkedin.com/in/edcasanova) [GitHub](https://github.com/casanovaedu)

EDUCATION

MsC in Financial Management & Auditing
Barcelona School of Management

BSc in International Business Economics
Universitat Pompeu Fabra

CERTIFICATIONS

Associate Data Engineer in SQL
By DataCamp

CORE SKILLS

Process Design Data Analysis
GTM Execution Forecasting
Customer Experience Perf. Tracking

TOOLS

Excel / GSheets Expert Jira / Confluence Expert
Looker / BI Tools Advanced Figma Intermediate
Photoshop Intermediate Gemini / AI Agents Intermediate
SQL Beginner Python Beginner
Automation Beginner

HOBBIES

Reading Photography
Mountaineering Running Crossfit
Painting

About Me

I'm Edu, 28 years old, from Barcelona. With **6+ years of professional experience**, I focus on building solutions that are not just efficient and scalable, but also meaningful.

I thrive on understanding how **design, data, and operations** intersect to create intuitive user experiences. Currently deepening my expertise in **Figma** for UX/UI and sharpening my data skills with **SQL and Python**.

Work Experience

Customer Excellence Manager

exotica

Jan 2025 - Present

Lead the **Customer Excellence department**, translating client insights into **scalable processes** that boost repetition and reduce dependency on manual interventions.

- Delivered impactful **customer experience improvements**, sustaining a **40% Net Promoter Score (NPS)** across **45,000+ annual trips** in **40+ destinations globally**.
- Designed & managed **transformational projects**, including linking NPS to **revenue generation (~€8M per 10 NPS points)** and an **AI predictive model** for dissatisfaction (25% improvement in in-destination satisfaction).
- Served as the **strategic owner** for an in-house provider management platform used by **100+ global partners** to manage bookings at scale, streamlining **global partner operations**.

Operations Analyst - Business Excellence

exotica

May 2022 – Jan 2025

- Delivered over **20 high-impact projects** across Sales, Product, Finance, and Marketing to drive **operational efficiency**.
- Led a **cost-reduction initiative** optimizing flight purchasing, resulting in a **€900,000 (~\$1M) annual improvement**.
- Revamped **payment infrastructure**, diversifying providers and reducing processing costs by **0.5% (~€1M annual savings)**, supporting **global market expansion**.

Senior Audit Associate

pwc

Sep 2019 – May 2022

Conducted complex **financial audits** for diverse clients, assessed **operational and financial risks**, and ensured compliance with regulatory standards. Provided actionable insights to improve client processes.

Projects

AI Customer Experience Analyzer

[GitHub Repo →](#)

Developed an interactive web app using **NLP** to analyze unstructured customer feedback, generating a **strategic dashboard** to identify root causes for market-specific NPS gaps.

AI Project NPS Python

NPS in-App

[GitHub Repo →](#)

Created an interactive **HTML/CSS/Javascript** mock-up visualizing a dynamic **in-app NPS survey**, including logic for integration with email journeys for Exoticca's mobile app.

CSS HTML Javascript NPS

Trustpilot Scraper & Analyzer

[GitHub Repo →](#)

Built a tool to **scrape, analyze, and tag** Trustpilot reviews using **NLP** to understand customer issues related to T&Cs, allowing **data-driven policy changes**.

AI Project Customer Experience Python