

Gonzalo Cibeira

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SUMMARY

An independent, curious and self-motivated Marketing graduate with 5+ years of experience on various business roles, ranging from churn to sales analysis, strategic planning and CSM. I'm always looking for a challenge and new thing to learn!

EXPERIENCE

Manager, Customer Success

Cubyn

January 2022 - July 2022, Remote (Spain/France)

- Be the single point of contact between Cubyn and it's customers.
- Onboard and advise customer's on how to grow their business with the help of our products.
- Help developing new features to solve customer's pain points and unlocking new deals.
- Highlights: Managed a 40M € GMV customer portfolio - Managed the entire rehaul of the Cubyn Help Center - Successfully onboarded several +3M € customers.

Sr. Strategic Planner

Telecom Argentina S.A.

June 2020 - January 2022, Buenos Aires

- Create and challenge CapEx budget for the home internet and TV verticals.
- Communicate area goals and achievements to company stakeholders & C-level executives.
- Assure that the business roadmap & targets are achieved.
- Help develop sales & retention policies.
- Highlights: Created a smooth communication loop with all stakeholders - Successfully implemented regular progress reviews with C-level execs.

Ssr. Business Intelligence Analyst - B2C

Telecom Argentina S.A.

December 2018 - May 2020, Buenos Aires

- Create & maintain the sector's BI stack.
- Build ad hoc reports.
- Provide insights & advice to help improve the sales figures.
- Analyze impact of new sales policies.
- Highlights: Modernized the team's BI stack - Generated insights that led to a 5% increase in sales.

Churn Prevention Analyst

Telecom Argentina S.A.

February 2018 - November 2018, Buenos Aires

- Understand and analyze main churning reasons.
- Implement strategies to reduce churn in the company & analyze their impact.
- Create and monitor KPIs.
- Present the area results.
- Highlights: Found and corrected several metric deviations - Successfully implemented churn reducing strategies (-7% on some client clusters).

Churn Prevention Analyst

Cablevision Argentina S.A.

January 2017 - January 2018, Buenos Aires

EDUCATION

Bachelors Degree in Marketing

UADE (Universidad Argentina de la Empresa) • Buenos Aires • 2019

COURSEWORK

Full Stack Dev

Coderhouse • 2022 • CSS, HTML, SASS, JavaScript

SKILLS

Budgeting, Account management, BI tools, CRM, CSM, Marketing, Jira, Planning, Strategic thinking, HTML, CSS, SASS, GIT, Javascript, SQL, Agile

Spanish (native), English (fluent)