

# GIOVANNA BARBOSA

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## SUMMARY

Dynamic and results-oriented professional with a strong foundation in legal operations, customer experience, and SaaS sales. Proven success in driving client engagement, managing onboarding lifecycles, and delivering tailored solutions across global markets. Adept at drafting compliant legal documentation, building scalable systems, and converting over 70% of leads into product demos using tools like HubSpot. Known for exceptional communication, cross-functional collaboration, and conflict resolution skills. Brings a unique blend of legal insight, tech fluency, and commercial acumen to fast-paced, customer-centric environments.

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## EXPERIENCE

### HUBTIGER

Remote

#### Customer Experience & Legal Operations Expert

07/2024 to Current

- Spearhead client onboarding and custom store setups, configuring features to match business needs for bike shops, and service providers.
- Maintain a **lead-to-demo conversion rate exceeding 70%**, showcasing strong sales communication and pipeline management.
- Use **HubSpot CRM** to manage sales funnels, customer communication, and activation tracking.
- Drive the full sales cycle: prospecting, booking demos, following up, and converting leads to paying users.
- Draft and update legal documentation, including Privacy Policy, Cookie Policy, Terms of Service, and Data Protection policies, to ensure compliance.
- Build long-term client relationships by providing tailored onboarding, ongoing support, and user training.
- Collaborate with product and tech teams to relay user feedback, resolve issues, and contribute to product evolution.
- Create help centre content and training materials to enhance user experience and self-service.
- Updated databases while complying with GDPR regulations.
- Thrived in fast-paced environment with energy and enthusiasm.
- Troubleshoot problems and diagnosed system faults.
- Collaborated with team members to achieve target results.
- Maximised customer engagement and satisfaction by delivering excellent customer service.

### BORD GAIS ENERGY

Dublin

#### Consumer Sales Executive

02/2024 to 12/2024

- Delivered persuasive product demos and energy solutions to residential and SME customers, consistently exceeding individual sales targets.
- Maintained a high close rate through needs-based selling, adapting pitch strategies based on customer profiles, and data.
- Participated in advanced sales training and product development sessions, staying up to date with evolving offerings and market shifts.
- Fostered strong customer relationships, resulting in repeat business, referrals, and long-term loyalty.
- **Ranked in the top 10%** of the sales team consistently.

- **Reached and surpassed monthly sales targets** through disciplined follow-ups and CRM tracking.
- Collaborated cross-functionally with operations and customer service teams to resolve post-sale issues, and improve the customer journey.
- Contributed to team success by mentoring new hires and sharing high-performing sales techniques.
- Identified inefficiencies in internal processes and implemented solutions to enhance team performance.
- Tracked KPIs and reported on sales funnel progression to support data-driven strategy and planning.

## **GET LEARNING ACADEMIC TUITION**

Remote UK/ South Africa

### **Tutor/Teaching Assistant**

01/2020 to 12/2024

- Planned lessons to target subject weaknesses and build skills within strengths.
- Designed and evaluated Individual Learning Plans using personalised approach
- Improved percentages by 10-15% per semester
- Encouraged parental involvement with extra-curricular learning, accelerating student progress.
- Provided Mathematics and English GCSE, and A-level; preparation tutoring, helping students to achieve target grades.
- Conducted group tutoring sessions to help students engage active learning and critical thinking skills.
- Taught students remotely through live video sessions on Zoom.
- Worked with international students to improve English language skills.

## **MEZZINO**

Coventry

### **Accommodation Manager**

01/2024 to 02/2024

- Ensured smooth, day-to-day management of the building and operations teams.
- Established arrival patterns, late bookings and extensions to develop maximally effective staffing rotas in line with customer volume.
- Increased customer satisfaction by resolving issues.
- Handled guest complaints to protect brand reputation.
- Actioned and resolved guest feedback to boost service quality.
- Trained front office staff in interaction best practices, boosting guest satisfaction survey scores.

## **MATHESON LLP**

### **Law Intern-Forage**

08/2023 to 01/2024

#### **Matheson LLP (“Matheson”) Ireland Commercial Law Forage**

- Completed a job simulation involving different legal issues the legal team at Matheson does on a day-to-day basis.
- Proficiently analysed proposed amendments to an NDA, effectively comparing multiple versions, identifying issues, and offering recommendations.
- Demonstrated the ability to draft comprehensive advice notes, providing clients with clear explanations of complex legal matters, including regulatory regimes and appointment processes.
- Successfully completed an assessment that challenged understanding of civil litigation concepts, the Irish court system, and the legislative process.

## **LINKLATERS**

### **Law Intern- Forage**

08/2023 to 01/2024

#### **Linklaters UK Commercial Law Forage - January 2024**

- Completed a job simulation involving a project transaction for Linklater's Commercial Law team.
- Gathered and synthesised key information, and delivered effective legal team communication.
- Analysed dispute resolution mechanisms in legal agreements.
- Reviewed and analysed fee estimates and billing.

## **FORAGE-WHITE & CASE**

United Kingdom

### **Law Intern**

08/2023 to 11/2023

- Communicated with law firms and paralegals to gather information for lawsuits.
- Researched statutes and laws to support compliance and legal risk management.
- Drafted letters to clients, firms and businesses to request settlement or compliance with discovery requests.
- Reviewed, drafted and revised agreements and contracts to protect client interests.
- Completed research and established requirements to draft contract process documentation.

## **NEBA CONSTRUCTION**

Johannesburg

### **Assistant manager**

07/2020 to 08/2023

- Addressed customer issues calmly and professionally, delivering quick, successful resolutions.
- Motivated management and staff teams to consistently deliver high quality, customer-focused service.
- Evaluated staff performance, implementing training and development programmes to maintain exceptional service levels.
- Built customer relationships with consultative sales approach.
- Trained staff on best practices to achieve optimal productivity.
- Nurtured positive customer relationships, enhancing membership loyalty and driving client retention.
- Handled negotiations with outside vendors and service agencies to meet group needs.
- Established clear budgets and cost controls strategies to meet objectives.
- Developed organisational policies for administrative oversight and internal controls.
- Led and managed administrative staff to maintain smooth daily operations.
- Maintained smooth-running business operations by delegating priorities to staff abilities.
- Investigated issues affecting group operations, prepared reports and helped correct problems.
- Represented organisations at seminars, conferences and business events.
- Planned revenue generation strategies designed for growth.

## **NEBA CONSTRUCTION**

Johannesburg , South Africa

### **Legal Administrative Secretary**

01/2020 to 06/2023

- Executed record filing system to improve document organization and management
- Answered multi-line phone system, routing calls, delivering messages to staff and greeting visitors.
- Provided assistance in filtering and forwarding communications to proper individuals
- Attended meetings and maintained files of notes taken during meetings.
- Facilitated smooth and adequate flow of information within company to expedite other business operations
- Communicated policy changes and business priorities to streamline office team tasks.
- Updated office management on team's activities and progress at weekly meetings.
- Directed team in producing diverse work with word processing and desktop publishing applications.
- Experience with Google Suite, Quickbooks and CRM Software
- Transcribed dictation of letters and court documents swiftly and accurately with a typing speed of 90 WPM.
- Worked comfortably under pressure with tight deadlines in fast-paced environment.
- Composed and revised legal documents, including letters, depositions and court documents.
- Assisted in preparation of engagement letters.
- Drafted and typed grammatically correct office memos.
- Assisted in maintaining department solicitor personnel files with utmost confidentiality.

## **LUSITO SCHOOL FOR SPECIAL NEEDS**

South Africa

## Special needs teacher assistant

02/2018 to 12/2020

- Identified signs of distress in students, resolving behavioural and emotional issues.
- Worked with students in small groups and 1:1 to provide additional support with activities and lessons, offering constructive feedback and advice to develop skills.
- Prepared additional learning resources and aids to promote inclusivity in learning.
- Supported teachers in managing challenging student behaviour, contributing to progress meetings to provide feedback, raise concerns and recommend appropriate action.
- Managed and monitored classroom stock and supplies.
- Took part in school training activities to advance knowledge in working with students with specific learning difficulties.

## RIETVLEI FOOTBALL ACADEMY

South Africa

## Football coach

09/2019 to 01/2020

- Built player strength and technique through strategic direction and mentoring.
- Established positive team culture by building inclusive and supportive environment.
- Developed strategy ahead of key matches and competitions.
- Collaborated with coaches to develop training curricula for different age groups.

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## SKILLS

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| <ul style="list-style-type: none"><li>• <b>Tech &amp; Tools:</b> HubSpot CRM, Google Suite, Microsoft Office (Word, Excel, PowerPoint), QuickBooks, Online Learning Platforms</li><li>• <b>Legal and Compliance:</b> Contract drafting and review, legal research, policy writing (privacy, data, T&amp;Cs), document control, legal analysis</li><li>• <b>Customer Experience &amp; Sales:</b> Client Onboarding, Lead Conversion (70%+ rate), Sales Communication, Customer Retention, Conflict Resolution, and Relationship Management</li></ul> | <ul style="list-style-type: none"><li>• <b>Business and Administration:</b> Office Administration, Time Management, Payroll and Budgeting, Email and Document Correspondence, Organisation and Prioritisation</li><li>• <b>Core Competencies:</b> Conflict management, verbal and written communication, organisation, problem-solving, teamwork, adaptability, leadership, cross-functional collaboration</li></ul> |
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## WEBSITES, PORTFOLIOS, PROFILES

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- <https://www.linkedin.com/in/giovanna-barbosa-b2619>

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## EDUCATION

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### PGCERT: CORPORATE GOVERNANCE

2025

### Law Society of Ireland , Dublin

#### Overview:

A specialised programme that provides in-depth knowledge of environmental sustainability, and corporate governance practices, the course combines theoretical frameworks with practical application in the context of environmental stewardship, ethical business practices, and regulatory compliance

#### Key Areas of Study Skills Developed

- **Environmental Governance:** Exploration of global environmental issues, sustainability models, and strategies for managing natural resources
- **Corporate Governance:** Understanding of corporate structures, governance frameworks, and the role of leadership in fostering transparency and accountability
- **Regulatory Compliance:** Focus on environmental and corporate regulations, policies, and best practices in various industries

- Sustainability Reporting and Ethics: Development of skills to assess corporate sustainability reports, and the ethical implications of business decisions
- Risk management: Techniques to identify, assess, and manage risks related to both environmental impact and corporate operations

#### Practical Experience

- Strategic thinking in environmental, and corporate governance
- Expertise in regulatory frameworks, and sustainability practices
- Ability to analyse and address complex environmental, and governance challenges
- Leadership skills with a focus on responsible corporate conduct
- Case studies on environmental and governance challenges across various sectors
- Application of sustainability and governance principles to real-world business scenarios
- Engaging with stakeholders, and understanding their role in environmental and corporate decision-making

### **BACHELORS DEGREE WITH HONS : LAW (LLB)**

**Coventry University** , Coventry, West Midlands

#### Overview:

An in-depth undergraduate programme that provided comprehensive knowledge of the legal system, laws, and practices. The course covered a broad range of topics, allowing for specialisation in various areas of law, while developing critical thinking and analytical skills essential for legal practice

#### Key Areas of Study Skills Developed

- Constitutional Law: Study of the principles and structures governing the legal framework of the UK, including the role of Parliament, and the judiciary
- Contract law: understanding the formation, enforcement and breach of contracts, as well as remedies available in case of non-performance
- Criminal Law: Exploration of the principles of criminal liability, defences, and sentencing in the UK legal system
- Tort Law: Study of civil wrongs, including negligence, nuisance, and liability
- European Union Law: Examination of EU legal frameworks and their impact on domestic legislation
- Legal Research and Ethics: Development of legal research skills and understanding of ethical considerations in the legal profession
- Property Law: Understanding the legal principles governing property rights, and ownership
- Advanced legal research and writing skills
- Strong analytical and problem-solving abilities
- Effective communication, both written and verbal, for legal contexts
- In-depth knowledge of UK law and its application in practice
- Ability to evaluate legal issues from multiple perspectives

#### Practical Experience

- Legal research projects, including case law analysis, and legislative review
- Participation in moot courts, and legal simulations
- Development of professional legal skills in communication, negotiation, and presentation

### **NATIONAL SENIOR CERTIFICATE: HIGH SCHOOL**

12/2020

**Waterstone College**, Kibler, South africa

Maintained Top 10% of my year for 5 years

Achieved academic full colours and half colours

Achieved the presidential award (best all rounder student)

Selected as prefect in both primary and secondary school

Achieved the bronze medal in my final year of school ( finished top 3 of my grade)

Made first team football and netball in my first year of highschool

Was selected as captain for both teams for 3 years

## **ASSOCIATE OF SCIENCE IN LEGAL STUDIES: LAW (PRE-LAW)**

01/2022

**Barton Community College** , Kansas USA, USA

Achievements:

- Dean's List, 2022
- Graduated with an A average each semester
- GPA: 3.95
- Was awarded highest honours upon completion of the degree

Overview:

A comprehensive programme that combined foundational legal studies with medical coursework, providing a broad understanding of both legal principles and medical terminology This unique combination of fields equipped students with the skills to navigate interdisciplinary areas such as healthcare law, medical ethics, and legal practices in the healthcare sector

Key Areas of Study :

- Introduction to Law: Overview of the legal system, including federal and state courts, and key legal principles
- Legal Research and Writing: Development of skills in legal research methods, case law analysis, and formal legal writing
- Medical Terminology: Understanding of key medical terms, anatomy, and the medical process relevant to the legal field
- Healthcare Law and Ethics: Study of laws and ethical guidelines regulating the healthcare industry, including patient rights, confidentiality, and malpractice
- Civil Law and Procedure: Focus on civil litigation, including the rules and procedures governing civil cases
- Business Law: Study of laws related to business operations, including contracts, agency, and commercial transactions

Skills Developed:

- Proficient in legal research, medical terminology, and document drafting
- Strong understanding of both the US legal system and medical regulations.
- Ability to effectively communicate complex legal, and medical concepts
- Knowledge of ethical considerations in both legal, and healthcare contexts
- Critical thinking and organisational skills applicable to interdisciplinary roles

Practical Experience:

- Hands-on experience with legal document preparation, case file management, and medical document interpretation
- Exposure to the intersection of law and healthcare through coursework in healthcare law, and ethics
- Development of professional conduct and understanding of ethical standards in both legal and medical professions

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## **CERTIFICATIONS**

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- Office Administration certificate
- Legal office administration
- Bookkeeping and basic finance certificate
- Completed coding certifications including:
  - Apple Swift Developer Course

- Intro to Web Development & Computer Science
- Backend Development with Databases
- Fluent in: C#, Java, Python

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## REFERENCES

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- Available upon request