

Maria Ignacia Ibaceta Garrido

Business Administrator | Customer Service & HR Specialist

Nijmegen, The Netherlands | +31628359777 | nachaibaceta@gmail.com | [LinkedIn](#) | Chilean/Croatian

Result-driven professional with a strong background in HR management, customer service, and retail management. Skilled in communication, leadership, and relationship-building with customers, staff, stakeholders, and the community. Adept at problem-solving and committed to delivering exceptional customer experiences. Passionate about process optimization, productivity enhancement, and fostering team collaboration. Experienced in multicultural environments, with a proven ability to integrate diverse teams effectively, gained through years of studying, working, and living in Chile and Ireland.

SKILLS AND COMPETENCES

- Customer Service & Sales Operations.
- CRM & HR Platforms.
- Recruitment & HR operations
- Leadership & Team management.
- Microsoft Office (intermediate – advance Excel, word, PowerPoint)
- Spanish (Native), English (Advance – IELTS B2)

EDUCATION

Bachelor's degree in business administration

Mar 2013 - Dec 2020

Pontifical Catholic University of Valparaiso, Chile

- Professional Title: Commercial Engineer (Administration, finance, marketing & sales, economy and operations areas)
- Exchange Semester at National University of Ireland, Galway.

WORK EXPERIENCE

Customer Service Representative | Lifewave, Ireland

Aug 2024 – Jan 2025

- Managed after-sales operations for a portfolio of wholesale clients, acting as the key liaison between customers and the company. Provided tailored solutions to address client needs, delivered expert product knowledge and sales support, and developed effective communication strategies-both online and offline- in Spanish and English, with a strong focus on North American customers. Proactively strengthened relationships, driving high customer satisfaction and long-term loyalty.
- Collaborated with internal departments to streamline operation and enhance customer interactions. Utilized CRM tools to accurately record, track, and manage customer relationships, ensuring efficient communication and service delivery.

Store Supervisor | Diesel Retail Store, Ireland

Oct 2023 – Aug 2024

- Supervised shop operations during work shifts while leading a sales team to exceed KPIs, drive sales, and enhance the customer experience.
- Trained staff in product knowledge and customer service best practices.
- Managed store inventory, cash handling, and equipment maintenance.
- Ensured compliance with company policies and procedures.

Store Supervisor | DV8 Retail Store, Ireland

Jan 2023 – March 2023

- Supervised sales operations, ensuring high-quality customer service.
- Implement inventory control measures to minimize losses.
- Trained staff in sales protocols.

HR Incorporation Coordinator | Pontifical Catholic University of Valparaiso, Chile

Jan 2020 – March 2022

- Managed an average of five incorporation processes per month, ensuring compliance with Chilean labor laws and University policies.
- Supported 65 units in creating job descriptions, managing recruitment and selection process, overseeing contract selection, and handling employee offboarding, optimizing HR operations for greater efficiency.
- Led a team of three to optimize HR process, standardizing contracts, recruitment, and onboarding procedures- reducing vacancy fulfillment time in 30%.
- Provided training to facilitate the transition to a digital HR platform, enhancing efficiency and user adoption.

ADDITIONAL EXPERIENCE

- Sales Assistant roles at Veromoda, Ireland (2022 – 2023)
- Proven ability to drive sales, manage inventory, and enhance customer experiences,

Certification

- Effective Communication & Customer Service – Edutecno, Chile (180 hrs).
- Microsoft Excel (Intermediate – Advanced) - Ofimatica, Chile.
- English Courses (B2 & C1 Levels) - Corrib English, Ireland.