

# MARCOS ANNIBALE

## Customer Support & Operations Leader | Web3 & Crypto Specialist

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### PROFESSIONAL SUMMARY

Results-oriented Customer Support Leader with 10+ years of experience in global tech and crypto companies. Expert in scaling support operations, leading high-performing remote teams, and managing complex dispute resolutions in P2P marketplaces and Web3 ecosystems. Proven track record of optimizing customer experience (CX) and operational efficiency through data-driven strategies and technical automation.

### CORE SKILLS

**Management:** Remote Team Leadership, Budget Management, LATAM Market Strategy  
**Operations:** Process Optimization, Knowledge Base Architecture (FAQ), CRM (Intercom, Zendesk)  
**Technical:** Blockchain & Web3 Ecosystems, Forensics Analysis, Python, SQL, PHP, CSS

### PROFESSIONAL EXPERIENCE

- Head of Support | Bitni (Remote)** 2021 - 2023
- Architected and scaled a multi-channel support infrastructure (Discord, Telegram, WhatsApp, Intercom) tailored for Web3 users.
  - Developed a comprehensive self-service knowledge base, resulting in a significant reduction in recurring ticket volume.
  - Led global recruitment, training, and management of a high-performance support team.
- Regional Manager LATAM | Bitzlato (Remote)** 2018 - 2021
- Spearheaded regional sales and growth strategies, significantly increasing the user base across Latin America.
  - Strategically managed marketing budgets, optimizing ROI and enhancing brand visibility in emerging markets.
- Head of Support | Bitcambio (Remote)** 2017 - 2018
- Established streamlined response protocols and support workflows to maintain quality during high market volatility.
  - Authored technical FAQ and educational content to empower users and reduce friction.
- Customer Support & Dispute Moderator | Paxful (Remote)** 2015 - 2017
- Mediated high-value P2P trade disputes, ensuring platform integrity and user safety.
  - Collaborated with cross-functional teams to align customer feedback with product improvements.
- Customer Support Specialist | Hostinger (Remote)** 2012 - 2015
- Developed and maintained customer service policies to ensure consistent service delivery.

### EDUCATION & CERTIFICATIONS

**Bachelor of Psychology - UNIP (Expected 2026)**  
Blockchain Forensics Certification - Akademie (2022)  
Data Analysis Certification - Atlas (2021)