

# MARCOS ANNIBALE

Customer Support & Operations Leader | Web3 & Crypto Specialist

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## PROFESSIONAL SUMMARY

Customer Support Leader with 10+ years of experience in global tech and crypto companies. Strong background in building support operations, leading remote teams, resolving high-value disputes, and optimizing customer experience across multiple channels. Experienced in Web3 ecosystems, P2P marketplaces, and fast-scaling startups, with a strong focus on performance and measurable results.

## PROFESSIONAL EXPERIENCE

### Head of Support – Bitni (Remote) | 2021 – 2023

- Led multi-channel support operations (Discord, Telegram, WhatsApp, Intercom, Email).
- Built and implemented comprehensive knowledge base reducing inbound ticket volume.
- Trained and mentored remote support agents.
- Improved response time and customer satisfaction metrics.

### Regional Manager – LATAM – Bitzlato (Remote) | 2018 – 2021

- Led LATAM regional operations and growth strategy.
- Implemented sales initiatives increasing user acquisition.
- Managed marketing and operational budgets.
- Strengthened brand presence across LATAM crypto communities.

### Head of Support – Bitcambio (Remote) | 2017 – 2018

- Structured support team processes and internal workflows.
- Developed FAQ and knowledge base reducing response times.
- Supervised daily support operations and quality control.

### Customer Support & Dispute Moderator – Paxful (Remote) | 2015 – 2017

- Resolved P2P disputes in high-volume crypto marketplace.
- Collaborated with compliance and operations teams.

- Ensured fair resolution and platform integrity.

### **Customer Support Specialist – Hostinger (Remote) | 2012 – 2015**

- Delivered technical customer support in hosting services.
- Developed customer service policies and internal procedures.
- Maintained high efficiency in complaint resolution.

## **SKILLS**

- Customer Support Operations
- Team Leadership & Training
- Dispute Resolution (P2P Platforms)
- Knowledge Base & Process Optimization
- Blockchain & Web3 Ecosystems
- Python, PHP, SQL, CSS
- Remote Team Management
- Multichannel Support Systems