

MARCOS ANNIBALE

Customer Support & Operations Leader | Web3 & Crypto Specialist

Campinas, SP, Brasil | +55 19 991979897 | marcos@annibale.com.br

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 Bitzlatto (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)