Marttinna Arami Osorio Rodriguez

CRM Associate

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SUMMARY

Dynamic CRM Associate with experience in implementing automated campaigns and designing multichannel customer journeys. Over two years of experience in the CRM field, showcasing technical skills in HTML and CSS while leveraging data analysis to optimize campaign performance. Achieved measurable improvements in key performance indicators, including engagement and conversion rates, through personalized customer experiences. Ready to contribute expertise in data-driven marketing strategies to support business growth and enhance customer relationships.

WORK EXPERIENCE

CRM Associate, Nestlé (NBS), Remote, Paraguay
04/2025 – 07/2025

- Implemented automated and personalized campaigns focused on measurable results.
- Designed and executed multichannel journeys using Journey Builder and Interaction Studio, seamlessly integrating web and mobile channels.
- Created behavior-based, personalized customer experiences through advanced segmentation strategies.
- Integrated systems and managed data architecture utilizing Data Extensions, CDP/Data Cloud, and Web/Mobile SDKs.
- Leveraged AI and data analysis techniques to optimize campaigns and enhance conversion rates.
- Tracked and analyzed key KPIs including engagement, open rate, click-through rate, and conversions, continually improving performance.
- Supported the team by documenting processes, building onboarding flows, and assisting with internal training initiatives.
- Applied technical skills in HTML and CSS while implementing security best practices throughout processes.
- Collaborated cross-functionally with marketing, sales, and technical teams to ensure alignment and drive campaign success.

AI Trainer and Reviewer (FREELANCE), Outlier, Scale AI, Remote, Paraguay
06/2024 – Presente

- Developed training datasets that enhance precision, fluency, coherence, and veracity of AI models.
- Annotated data to align AI models with human values, ensuring ethical production standards.
- Contributed to the design of specifications for AI model training and created optimized data recipes.

Customer Service & Marketing, Solu S.A., Remote, Paraguay
08/2023 – 02/2025

- Managed the maintenance and updating of client websites in B2B and B2C environments, ensuring their competitiveness.
- Implemented digital marketing strategies, optimizing user experience and enhancing results.
- Crafted and edited content to ensure effective communication aligned with customer needs.
- Trained and guided agents through processes and instructions, improving operational effectiveness.
- Utilized over 4 years of customer service experience to manage key metrics such as SLA, RSAT, and TMO.

Backoffice Support, PEDIDOSYA - Connecting, Remote, Paraguay
04/2022 – 07/2023

- Supervised order management in coordination with logistics, ensuring a seamless process.
- Provided real-time support and efficient handling of issues within the system.
- Assisted local teams and designated personnel, facilitating communication and problem resolution.
- Conducted continuous tracking of order status, managing changes and updates in real time.

Atención al paciente, Mtel (SKYTEL), Remote, Paraguay
10/2019 – 07/2021

- Coordinated modifications, cancellations, and rescheduling of patient appointments and studies.

EDUCATION

Licenciatura, Ingeniería Comercial y Marketing, Universidad UNIDA, Central, Paraguay
2023 – Presente

Bachillerato, Centro Regional de Educación "Saturio Ríos", Central, Paraguay
2010 – 2016

- Acquired the foundational academic knowledge necessary to pursue higher education in engineering.

SKILLS

- Salesforce Marketing Cloud
- Instagram Ads
- Adobe Photoshop
- HTML
- Excel
- Microsoft Teams
- Data analysis
- CX solutions
- Discipline
- Emotional Intelligence
- Empathy
- Agile methodologies
- Collaboration
- e-commerce platforms (VTEX)
- Canva
- SQL (basic)
- CSS
- Google Workspace
- Customer service metrics (SLA, RSAT, TMO)
- Interaction Studio
- Responsibility
- Teamwork
- Enthusiasm
- Quick learning
- Digital marketing
- Communication

LANGUAGES

Inglés ●●●○○
Intermediate - Advanced
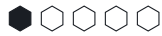
Español ●●●●●
Native

Guaraní ●○○○○
Basic

REFERENCES

Cecilia Romero
Empleada, SKYTEL
0984-746-801

Collaborated on customer service projects, working together to enhance user satisfaction.

Waldino Lovera
Empleado, PedidosYA
0984-389-947

Worked directly together in order management, optimizing operational processes.

Samuel Mendez
Empleado, NBS Nestlé
0992-393-558

Partnered closely on multiple digital marketing initiatives.