RUBEN AVILA AGUILAR

Toronto Ontario | 6473097775 | ruavilaa@gmail.com | www.avilaruben.com | Linkedin.com/in/rubenavilaaguilar/

Product solution and management expert

As a manager with more than two years of combined experience coaching, leading, supporting and mentoring teams, I am looking to leverage creative insight and problem solving in product development for web and video, I ensure projects and people succeed. Always resourceful, I identify customer needs, assess user problems, organize and build teams, and develop strategies to solve complex problems. I exercise a proven ability to implement and facilitate procedures, adapt to change and proactively optimize resources resulting in timely deliveries under tight schedules.

SKILLS

Web development | UX Research | Product Management | Team Management | On-boarding | Leadership | Mentorship | MVC Framework & Database Management | Video Production.

EXPERIENCE

Booking.com, Toronto

— Customer Service Senior Specialist   March 2019 – September 2020

- Efficiently took ownership of high-risk, time and content sensitive cases. Expertly resolved executive complaints, consumer union complaints, media complaints and was recognized by managers as the best in de-escalating calls transferred from specialist agents.
- Crafted and implemented action plans to manage crises, minimize economic impact for clients (B2B), and improve or maintain expectations while increasing customer satisfaction (B2C).
- Maintained effective and proven rapport with clients and stakeholders, continuing to drive customer loyalty by solving higher complexity scenarios, protecting client assets, and finding mutually beneficial solutions (win-win) for parties impacted by a large amount of affected reservations while also maintaining the highest customer service satisfaction in the team.
- Identified, tracked and reported system errors, bugs and fraudulent schemes, preventing users and clients from posing high financial risks to the company.
- Demonstrated an expert knowledge on guidelines, procedures, and the client data management system settling disputes between colleagues, offering guidance, feedback, support and sharing tools or techniques for complaint resolution.
- Developed a COVID-19 support library which organized, updated and simplified the sensitive new procedures being implemented, allowing agents to simplify their workload, enabling them to focus on the customer.
- Supported team leaders/managers in building high performing teams by coaching executive and specialist agents. I shared case studies, feedback and personalized guidance, enabling them to take ownership of their own cases and succeed in their roles.
- Led team meetings and organized team building activities to strengthen team interaction and improve morale.
- As Ethics Mentor, I created and managed communication plans and materials to ensure the staff and office could uphold company values and be aware of updates and changes to the code of conduct.

— Customer Service Specialist   May 2018 – March 2019

- Upheld rapport with clients and stakeholders, driving customer loyalty by solving queries, managing user account information, upholding product expectations and proactively preventing future complaints.
- Maintained above peer average customer satisfaction ratings (80%), received consistent positive feedback from customers, colleagues and was awarded by managers (WOW winner) as a high performing agent.
- As Change Ambassador, I proficiently updated my team on news, guidelines and updates to the product in order to ensure procedure implementation.
- As Ethics Ambassador, I ensured the office had access and understood the code of conduct while facilitating a safe space for other office members to voice concerns about it.

— Customer Service Executive   March 2018 – April 2018

- Memorized procedures and stayed up to date with news and changes to the guidelines and procedures adapting to the new changes and client data management system at an expert pace.

Mexico Media Lab, Mexico City — Project/Product Manager   November 2016 - March 2018

- Applied market research, customer insight and analysis by conceptualizing a canvas model and assessing the product's user requirements.
- Established use cases for user interface, generating wireframes for client interaction, and engaged in testing throughout development, aiding in web design and database architecture.
- Managed a team of five members as product manager, ensuring sprint deadlines every two weeks, culminating in the launch of a P2P matchmaking platform for creative agencies and brands looking for creative talent.

Adae formerly Arima.io, Toronto — Co-Founder & Full Stack Developer   January 2015 - June 2016

- Co-founded and developed a P2P web start-up for goods and services, looking to empower the small business owner or entrepreneur.
- Worked closely with designers in creating a unique exchange interface for mobile payments, learning valuable insights through user testing.
- Applied UX research and gained valuable experience in pivoting and working on MVP's through various stages in the product life cycle, while maintaining time and budget constraints.
- Re-formatted and re-launched a web product, which visualized data collected from fun, interactive polls and comments resulting in the increase of user base and participation.
- Learned to communicate with designers and how to perform within dev cycles and constraints while also maintaining milestone development tasks.

EDUCATION

Honours BA Anthropology & Religion, University of Toronto | 2013

Full Stack Web Developer, General Assembly/Bitmaker Labs | 2015

Film and Video Production, George Brown College | 2014

Novos Cineastas Master Class, Fest Training Ground Portugal | 2014

KNOWLEDGE & LANGUAGES

Web Development: Ruby on Rails, Javascript, HTML & CSS

Metrics & Productivity: Google suite, MS Office, Typeform, Trello, Invision, JIRA, Bitbucket, Github, Slack, Balsamiq & RealTime board,

Spanish: Native | English: Bilingual proficiency