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"Connecting operations, product, and customer to scale data-driven solutions."

CORE COMPETENCIES

3+ years of experience in customer experience and operations in SaaS (LMS/EdTech), with a strategic transition to product operations.

Feedback translation into action: Mapping customer pain points to prioritize backlogs, reducing 30% of recurring tickets at Mobiliza.

Technical skills: Data analysis (SQL, Metabase), OKR management, and proficiency in service metrics tools like ClickUp and HubSpot.

Soft skills: Effective communication, critical thinking, problem-solving, leadership, empathy, and adaptability.

Goal: Act as a bridge between product, CX, and tech teams, scaling efficient and metric-driven solutions.

PROFESSIONAL EXPERIENCE

Mobiliza - Customer Experience Coordinator

July 2024 – Present

Role Objective:

Lead and scale CX operations, ensuring customer service excellence, process optimization, and strategic alignment with product and tech teams. Implement agile methodologies and automate processes using AI.

Key Responsibilities:

Team Management:

- Lead and develop a team of CX analysts, fostering a culture of continuous feedback and high performance.
- Conduct biweekly 1:1s and individual mentorship to address skill gaps.
- Create individual development plans to enhance team knowledge and delivery performance.

Operations & Metrics:

- Ensure compliance with SLAs as per client contracts.
- Maintain service excellence (92% CSAT, average first response time under 1 minute).
- Analyze operational reports to identify trends and propose product improvements (reducing support tickets and enhancing usability).

Process Improvement:

- Automate responses and workflows in HubSpot to reduce repetitive tasks.
- Build custom dashboards to track departmental KPIs and OKRs.
- Document tech team solutions, creating internal playbooks and support materials.
- Implement AI-driven customer service (Breeze AI for HubSpot).

Product/Tech Liaison:

- Prioritize and categorize critical bugs for developers with clear reproduction steps.
- Review product features based on customer feedback (UX improvements).

Strategy:

- Define quarterly OKRs for the CX team, analyzing market trends and their impact.
- Present key operational metrics to stakeholders.

Mobiliza - Senior Customer Experience Analyst

July 2021 – July 2024

Role Objective:

Ensure customer service excellence by resolving complex issues, serving as a technical reference, and driving continuous product and process improvements.

Key Responsibilities:**Specialized Support:**

- Resolve complex customer tickets (Tier 1 & 2) for LMS and T&D content tools (Applique), focusing on first-contact resolution (80% FCR).
- Document recurring issues and propose permanent solutions (not workarounds).

Process Analysis & Improvement:

- Identify root causes of Tier 1 tickets and suggest product/knowledge base enhancements.

- Create self-service materials (tutorials, FAQs, videos) to reduce recurring demand.

Mentorship & Technical Leadership:

- Train junior analysts via hands-on coaching and shadowing.
- Serve as the escalation point for technical decisions.
- Lead implementation meetings based on client onboarding challenges.

Performance Metrics:

- Monitor and report KPIs (CSAT, SLA, average resolution time).
- Propose corrective actions for underperforming metrics.

EDUCATION

Associate Degree in Systems Analysis and Development

UNINTER | September 2017 – September 2019

Bachelor's in Computer Science (Incomplete)

Federal University of Pelotas | January 2013 – June 2014

CERTIFICATIONS

Web Developer Course

Udemy | October 2016

LANGUAGES

English C2 Level

Portugueses (native)

Spanish B2 Level

Summary:

Results-oriented professional with over three years of SaaS (LMS/EdTech) operations and customer experience (CX) experience, currently making a strategic move into product operations. demonstrated ability to reduce recurrent support tickets by 30% and convert customer feedback into useful product improvements. competent in OKR management, HubSpot and ClickUp tools, and data analysis (SQL, Metabase). adept at coordinating cross-functional teams to achieve metric-driven results, leading high-performing teams, and automating processes (AI-driven workflows). enthusiastic about improving user experiences and growing effective solutions at the nexus of technology, product, and CX.