

# Joaquin (Chino) Arellano

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- Enterprise Customer Success Manager with 5 years of experience in tech startups, focusing on Community Management, Customer Support, and Customer Retention & Growth.
- Skilled in creating collaborative environments, providing training, and driving growth through innovative SaaS marketing strategies.
- Technical experience in Zendesk, CRM, Braze, Buffer, Stripe, Google Workspace, Canva
- Languages; Native English, B1 Intermediate French

## EXPERIENCE

### Personal Project

30-minute virtual or in-person coffee chats with professionals from various industries. Transform insights gathered into compelling, weekly LinkedIn articles, focusing on career insights, industry trends, and thought leadership. **Pitch deck available upon request.**

### Community Engagement and Content Lead

June 2023 – present

- Achieved a **75% success rate in meetings booked** through building rapport, identifying opportunities, and communication strategies.
- Published 1-2 weekly articles using impactful storytelling techniques, resulting in an average of 10+ reactions per post and fostering networking opportunities, with each post generating interest for further discussions.
- Surpassed 1,000+ organic LinkedIn followers through content reposts and distribution.
- Highly endorsed on LinkedIn profile for Social Media, Networking, and Marketing. **120+ written recommendations received.**

### Shapr

A leader in business and professional matchmaking with 2.6 million users in USA, Canada, and EU. Focus on B2C mobile & web software products (Shapr Networking) and B2B talent recruitment (Shapr Talent)

### Community Manager

May 2018 – June 2023

*(Shapr Networking) Remote, Permanent, Part-time*

- Resolved an average of 75 support tickets per week, showcasing my ability to provide support and manage lists in a high-demand environment, with an **85 - 90% key performance indicator (KPI) rating**, with a 24 hour turnaround time.
- Subject Matter Expert for everything Shapr Networking. Managed Shapr's English FAQ Center / Knowledge Base (English), which reduced open support tickets by 30%.
- Collaborated cross-functionally with Product and Marketing teams, significantly contributing to marketing campaigns and partnership development, **resulting in a 25% increase in organic traffic and customer engagement metrics.**
- Processed and monitored subscriptions for the iOS, Google Play, and web app, achieving a 95% success rate in resolving refunds and maintaining a 70% subscription auto-renewal **rate** (2019).
- Recognized by team for exceptional performance, which resulted to **promotion to Head of Support for English and French channels.**

**Business Development Representative**

Jan 2021 – July 2021

*(Shapr Talent) Remote, Contract*

- Led the expansion of Shapr's talent / recruitment service, employing sales strategies and outbound sales techniques, resulting in a **40% increase in client numbers** and a 30% growth in revenue.
- Implemented a strategic lead generation plan and utilized targeted cold emailing and LinkedIn outreach, resulting in a click-through rate of 15% and a conversion rate of 25%.

**Club Fennecs English Camp, Paris, France**

July 2015, July 2017

*Program Coordinator, Summer Contract*

- Managed and trained a team of four teachers, effectively coordinating educational events and resource allocation to optimize teaching effectiveness, resulting in exceptional feedback evaluations from students and program directors.
- Achieved a record-high 95% performance rating on oral and written evaluations by developing and implementing a comprehensive History curriculum that consistently met program objectives using best-in-class pedagogical practices.

**EDUCATION****Honors Bachelor of Arts (B.A. Hons.) – Psychology**

2010 - 2013

*York University, Toronto, ON*