

Beatriz Valera Ogayar

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Valencia, Spain

ACCOUNT MANAGER | CLIENT PARTNERSHIPS & SUCCESS

Client-centric professional with 5+ years of experience managing large, diverse portfolios across digital media and content services. Skilled in nurturing long-term client relationships, tailoring services to business goals, and identifying upsell opportunities. Proven ability to build trust with stakeholders and cross-functional teams, while driving performance and retention. Strong communicator and problem-solver with a background in managing global accounts, including world-renowned brands such as 5-Minute Crafts, 123GO, Riot Games, Hasbro, and Harlem Globetrotters.

KEY ACHIEVEMENTS

- Successfully managed a diverse portfolio of 75+ clients, tailoring services to meet individual needs and objectives.
- Spearheaded onboarding processes that reduced time-to-value for new clients by 30%.
- Enhanced client retention rates through proactive service evaluations and personalized strategies.
- Developed and implemented standardized procedures, leading to a 25% increase in operational efficiency.
- Collaborated with high-profile brands to expand service offerings and enter new markets.

PROFESSIONAL EXPERIENCE

TheSoul Publishing

Creator Services Manager

Dec 2023 - Present

In this account-facing role, I oversee a portfolio of over 75 active clients from onboarding to offboarding, ensuring personalized service delivery that aligns with each creator's unique content strategy and business goals. I build strong relationships with creators and brand partners, regularly analyzing performance to identify growth opportunities and address potential churn. I lead strategic service evaluations, collaborate with legal, IT, production, and marketing teams, and develop scalable solutions to support high-value accounts. Notable collaborations include Hasbro and the Harlem Globetrotters, where I acted as key liaison to ensure smooth execution of service packages and creative integrations.

TELUS International Europe

Customer Service Assistant Supervisor

Apr 2023 - Dec 2023

As Assistant Supervisor, I was responsible for the performance and oversight of regional teams across Spain, Latin America, and Brazil. My work focused on analyzing team KPIs and presenting actionable insights to stakeholders. I led process improvement initiatives aligned with ITIL standards, supervised the delivery of Discord and social media support operations, and launched internal development programs to improve service quality and team efficiency.

Customer Service Team Lead

Apr 2022 - Apr 2023

In this role, I led a team of 25 agents supporting Spanish-speaking players. I implemented strategies that significantly improved customer satisfaction and employee engagement. By optimizing workflows and coaching team members, I increased our first-contact resolution rate and boosted service metrics within the first year.

Player Support Specialist

Jul 2020 - Apr 2023

I provided technical and account-related support to players, consistently maintaining a customer satisfaction rate above 90%. Through data analysis and feedback interpretation, I identified patterns in user issues and developed efficient responses, resolving most technical tickets at first contact.

EDUCATION & CERTIFICATIONS

Bachelor in Philosophy

Universitat de València

Google Digital Marketing & E-commerce

Coursera

Google Project Management

Coursera