

# KATHERINE ARIAS

**Bilingual Customer Care Specialist | Client Relations | AI-Enhanced Support**

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## PROFESSIONAL SUMMARY

Customer-focused and bilingual Customer Care Specialist with 10+ years of experience in client relations, technical support, and multilingual communication. Adept at resolving customer inquiries, troubleshooting issues, and enhancing user experiences through email, chat, and AI-assisted support platforms.

Proven ability to manage high-volume customer interactions, provide real-time translation services, and optimize customer satisfaction in fast-paced industries including blockchain, e-commerce, and renewable energy. Proficient in CRM systems (Salesforce, Zoho), AI-driven customer service tools, and multilingual client communication. Fluent in English & Spanish, ensuring seamless customer support across global markets.

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## CORE COMPETENCIES

### Customer Support & Client Relations

- ✓ Multilingual Customer Assistance (English & Spanish)
- ✓ Client Relationship Management
- ✓ Email, Chat & Social Media Support
- ✓ Conflict Resolution & Escalation Handling

### Technical & Product Support

- ✓ Troubleshooting & Issue Resolution
- ✓ AI-Driven Customer Service Tools
- ✓ Ticketing & CRM Systems (Salesforce, Zoho)
- ✓ Product Training & User Guidance

### Communication & Translation

- ✓ English-Spanish Interpretation & Localization
- ✓ Policy Explanation & Documentation
- ✓ Cross-Cultural Customer Engagement
- ✓ Professional Written & Verbal Communication

## Operations & Process Improvement

- ✓ AI-Enhanced Workflow Optimization
- ✓ Data Entry & Customer Analytics
- ✓ Multitasking & Time Management
- ✓ Remote Team Collaboration

## TECHNICAL SKILLS

**CRM & Helpdesk Systems:** Salesforce, Zoho

**AI & Automation Tools:** OpenAI (ChatGPT, DALL-E), Zapier

**Customer Support Channels:** Email, Live Chat, Social Media, Community Management

**Data Management & Reporting:** Microsoft Excel, Google Sheets, Airtable

**Translation & Localization:** English-Spanish Technical & Business Translations

**Digital Communications:** Slack, Trello, Microsoft Teams

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## PROFESSIONAL EXPERIENCE

### SENIOR CUSTOMER SUPPORT SPECIALIST

Jan 2023 – Present | DegenBrands Agency | Remote

Degen Brands is a global agency specializing in blockchain, crypto, and NFT projects. In my role as Senior Customer Support Specialist, I provide multilingual customer support, manage investor communications, and resolve technical inquiries for blockchain users.

- **Customer Support & Community Management:** Managed 200+ customer inquiries per week via chat & email, resolving 85% of issues on first contact and increasing customer satisfaction rates.
- **Bilingual Communication & Localization:** Provided real-time translation of crypto-related documentation, FAQs, and user guides, ensuring Spanish-speaking users received accurate and clear information.
- **AI-Enhanced Customer Service:** Implemented AI-powered tools to automate responses, reducing resolution times and improving overall efficiency.
- **Investor Relations & User Engagement:** Managed an investor community of 500+ members, providing updates, insights, and engagement strategies to maintain high customer satisfaction.

#### Special Project:

- Co-developed a mental health initiative for crypto traders, launching a monthly digital magazine and mobile app addressing the psychological effects of market volatility.
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## BILINGUAL CUSTOMER SERVICE LIAISON & TRANSLATOR

Sep 2018 – Dec 2022 | Sensi Starz Media & Consulting | Remote

Sensi Starz Media & Consulting is a marketing agency specializing in brand strategy and communication. As the Customer Service Liaison & Translator, I facilitated seamless English-Spanish interactions between executives, clients, and employees while managing customer inquiries.

### Key Accomplishments:

- **Client Relations & Multilingual Support:** Acted as the primary liaison between executives, contractors, and Spanish-speaking customers, ensuring clear and effective communication.
- **Policy & Documentation Translation:** Translated corporate policies, safety protocols, and customer service materials to ensure accessibility for Spanish-speaking clients and employees.
- **Customer Assistance & Technical Support:** Assisted Spanish-speaking clients with product support, troubleshooting, and service-related inquiries.

### Special Project:

- Led the translation and market introduction of a premium cannabis product line, adapting branding and customer communication for Spanish-speaking markets.

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## CUSTOMER SERVICE REPRESENTATIVE

Apr 2017 – Dec 2017 | AlphaGraphics | Oakbrook Terrace, IL

AlphaGraphics is a leading provider of print and digital marketing solutions, offering customized printing, branding, and signage services to businesses and individual clients. As a Customer Service Representative, I provided front-line client support, assisted with walk-in and phone inquiries, and guided customers through the print production process to ensure a seamless experience.

### Key Accomplishments:

- **Client Consultation & Sales Support:** Assisted walk-in customers and inbound phone inquiries, providing expert guidance on printing options, graphic design services, and pricing estimates.
- **Order Management & Project Coordination:** Managed customer orders from intake to completion, ensuring accurate job specifications, deadlines, and quality control.
- **Technical Product Support:** Educated customers on paper types, print finishes, large-format printing, and digital marketing materials, helping them choose the best solutions for their needs.
- **Customer Issue Resolution:** Addressed order discrepancies, revisions, and last-minute changes, ensuring high client satisfaction and repeat business.

### Special Project:

- Implemented a new customer engagement strategy, leading to a 20% increase in walk-in conversions and a 15% improvement in repeat customer retention.
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## CUSTOMER CARE & TRANSLATION SPECIALIST

**Jan 2016 – Jan 2017 | Costa Rica Solar Solutions | Jaco, Costa Rica**

Costa Rica Solar Solutions specializes in renewable energy. As a Customer Care & Translation Specialist, I managed customer inquiries, localized content, and provided bilingual support to expand the company's reach.

### Key Accomplishments:

- **Customer Support & Sales Assistance:** Assisted Spanish-speaking clients in navigating solar energy solutions, explaining technical specifications, installation processes, and cost benefits in an accessible manner.
- **Translation & Localization:** Adapted marketing materials, contracts, and promotional content to ensure clear communication with Spanish-speaking customers, boosting regional engagement & sales.
- **Client Consultation & Onboarding:** Provided personalized consultations to help customers select the best solar solutions for their energy needs, increasing customer satisfaction and retention.
- **Cross-Team Communication:** Acted as a liaison between technical teams and Spanish-speaking clients, ensuring smooth installation scheduling and service coordination.
- **Customer Education & Outreach:** Conducted bilingual presentations and training sessions, educating customers on solar energy benefits, government incentives, and sustainability practices.

### Special Project:

- Secured high-value contracts with Spanish-speaking clients by translating technical proposals, leading to an increase in solar system installations.
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## RETAIL CUSTOMER SERVICE MANAGER

**Jan 2010 – Dec 2015 | LimeCoral Apparel & LimeCoral, LTD. | Jaco, Costa Rica**

LimeCoral is a globally recognized surf and lifestyle brand. As a Retail Customer Service Manager, I managed customer interactions, bilingual engagement, and retail operations.

## Key Accomplishments:

- **Customer Engagement & Sales:** Assisted international customers with product inquiries, purchases, and styling recommendations, ensuring a personalized and engaging retail experience.
- **Staff Training & Bilingual Service Strategies:** Trained employees on bilingual customer service best practices, enhancing communication, cultural awareness, and sales performance.
- **Inventory & Merchandising Management:** Oversaw inventory levels, ensured accurate stock replenishment, and contributed to store layout optimization to enhance product visibility and customer flow.
- **Promotional Events & Brand Representation:** Coordinated surf-related promotional events and product launches, strengthening brand loyalty and increasing customer engagement.

## Special Project:

- Coordinated the co-design of the 2014 Costa Rica World Champion Surf Team Uniform, enhancing brand recognition and customer engagement.

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## EDUCATION & LANGUAGES

- **High School:** Atenas High School, Atenas, Costa Rica
- **Languages:** Fluent in English & Spanish

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## CAREER HIGHLIGHTS

✓ **Multilingual Customer Support Expert** – Delivered bilingual support via chat, email, and community management, ensuring seamless communication.

✓ **AI-Powered Customer Service** – Leveraged AI chat tools & automation, reducing response times and improving efficiency.

✓ **Investor & Client Relations in Blockchain** – Managed crypto investor communities, ensuring engagement and accurate project updates.

✓ **Translation & Localization Leader** – Translated corporate policies, technical guides, and customer-facing materials to improve user accessibility.

✓ **Sales & Client Growth Through Localization** – Adapted marketing materials & sales strategies to expand into Spanish-speaking markets.