

# 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. Skilled in handling high-volume inquiries, resolving technical issues, and improving user satisfaction across email, chat, and AI-assisted platforms. Experienced in real-time English–Spanish translation, CRM systems such as Salesforce and Zoho, and customer support for blockchain, e-commerce, and renewable energy sectors. Fluent in English and Spanish, ensuring clear communication and dependable service for global users.

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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

- ✓ 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

### CUSTOMER CARE & TECHNICAL SUPPORT

**Jul 2025 – Present | Ascen / Upwork — Support for Stride K12 | Remote**

Provided front-line technical assistance for K–12 families using Stride learning platforms. Supported students, parents, and learning coaches with account access, device troubleshooting, and system navigation while maintaining accurate documentation and consistent service quality.

- Handled inbound and outbound calls, emails, and ticket-based requests for K–12 families.
- Supported users with login, course access, device troubleshooting, and platform navigation.
- Documented interactions thoroughly to ensure accurate follow-up and case resolution.
- Guided families, students, and learning coaches through OLS, Canvas, and related systems.
- Escalated technical issues to specialized teams while maintaining high service quality.

### CUSTOMER SERVICE REPRESENTATIVE

**Apr 2025 – Jul 2025 | ModSquad — Support for Ownwell.com | Remote**

Delivered bilingual customer support for Ownwell clients navigating property-tax services. Managed high-volume calls and emails, clarified complex tax topics, and ensured timely case handling through precise ticketing and coordinated team communication.

- Managed high-volume inbound/outbound calls and bilingual (EN/ES) email support.
- Created and maintained detailed support tickets for property-tax clients.
- Assisted customers with deadlines, appeals, account issues, and service questions.
- Explained complex property-tax concepts in clear, accessible language.
- Collaborated with internal teams to escalate and resolve cases promptly.

### CUSTOMER SERVICE REPRESENTATIVE

**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.