

# GERMÁN SUÁREZ

Assistant in market research and business strategy. UX Researcher. Customer Care team. Digital Marketing. Bilingual Spanish-English. I have several years of experience working in customer support roles across various sectors, and more recently, I have focused on strategic and analytical actions aimed at designing better products and services, as well as implementing customer self-service management through the use of a proprietary web platform. I hold a **higher education degree in Business Administration and Tourism, along with an MBA**

## WORK EXPERIENCE

**Confederación Española de Asociaciones de Jóvenes Empresarios - CEAJE**, North area (Algete and surroundings): Expert Advisor for Self-Employed Individuals and Small Business.

11/25 - 12/25. Relationship with entrepreneurs in Algete and nearby municipalities, explaining the benefits of a public program to support entrepreneurship and facilitating their digital registration.

**Suministros industriales Sumser SA**, Algete, Madrid. Logistics and transportation support for clients and direct relationship with suppliers.

05/2025 - 11/2025 ,Submersible pumps, pressure units, automatic irrigation, water treatment plants, motor winding. Clients: RACE Sports Complex, Royal Spanish Equestrian Society Country Club, etc

**Iron Mountain**, Madrid: Member of the customer service team

03/2024 - 11/2024 ,My mission was to ensure a professional, courteous and proactive flow of communication between the company and the clients it serves. This includes regular interaction with clients and all business areas. I also managed projects that helped improve the service model. Management of KPIs for measurement in the department, such as CES, CSAT, IR, SLA. Providing training and CRM onboarding to clients

**FunLeads (freelance)**, Madrid: UX Research. Strategic digital marketing management and lead generator for SMEs and small businesses in neighborhoods and rural areas. 04/2012 - Present. Strategic digital marketing management for SMEs and small neighborhood and rural businesses. Organizer of workshops on Google Business Profile and the LinkBe biolink tool, held in Fuente El Saz de Jarama, organized and sponsored by the local town hall. customers: Betaluz, : Fuente El Saz Town Hall, Artemea, ACODE, Lara Grill, Myredress, Woocar (UXR freelance).

**ThermoFisher Scientific**, Madrid: Miembro del equipo de atención al cliente.

07/2022 - 09/2023 . My role in the Customer Service department at Life Technologies & Fisher Scientific was to manage customers in various areas of Spain. In this position, I managed the entire customer experience process from start to finish for orders, addressing various aspects such as quotes, incidents with the customer's account, order status, shipment tracking, complaints, among others. In addition, I was responsible for managing, searching for and sending order documentation, including certificates, technical and safety data sheets, shipping notes, delivery notes and invoices.

**ACNUR, ICP, Triporate, Vodafone, Pangea, Yoigo**, Madrid: Contact Center and Online Customer and leads Agent

03/2018 - 12/2021 . In addition to performing front and back office tasks, I also had to focus on converting leads into sales opportunities and designing loyalty plans for customers, partners, donors, etc

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## SOFT SKILLS::

Customer oriented

Communication Relationship

Assertiveness

Teamwork

Adaptability

## SKILLS, EXPERTISE AND TOOLS:

AI (prompts,TF) & Coding languages credentials.

CRM management, digital tools.

Training provided through Google Meet, Microsoft Teams, Zoom.

I have worked with: Microsoft-Outlook, Word-Excel-PowerPoint, Sales Force, IBS, Slack, Trello, Google Suite, SAP S4HANA (FI/MM) ,Navision, Rotator ,Qualtrics y SPSS,Hootsuite, Metricool.Mailchimp, Chat GTP4, Copilot, Gemini,etc.

## LANGUAGES:

Bilingual Spanish-English.(Degree obtained from the of University Delaware, USA)



**FunLeads** (freelance), Madrid: UX Research. Strategic digital marketing management for SMEs and small businesses in neighborhoods and rural areas.

01/2018 - 05/2018 .Improved website positioning through the administration, creation, and management of fan pages and profiles using community management on social media platforms tailored to the company's target audience.

**Tierras Polares, Godwana Experiences, 4ONE, Keiboo, Filipinas**

**Única, Findasense, AIPC Pandora** Madrid: Digital Marketing

06/2010 - 11/2017 .Contact with the development and design department for changes of design and structure of a new website. Application of usability tests in the creation of microsites and landing pages. Management of SEM campaigns, Google Adwords, Social Media Ads, SEO, Community Management for social networks: Content management and design of emailing campaigns with Mailchimp.Handling of online reputation reports and KPI's. Copywriting content tips,etc).

\*Please go to:[https://www.linkedin.com/in/germansuarezcapacho/?locale=en\\_US](https://www.linkedin.com/in/germansuarezcapacho/?locale=en_US) to see my full work experience.

## EDUCATION

**Universidad Oberta Catalunya (UOC), Diploma de Extensión Universitaria en Marketing Digital y Comercio Electrónico**

OCTOBER 2011 - JUNE 2012

Adaptation of the marketing plan to the internet, including how to carry out actions through email marketing, use viral marketing strategies, and implement E-commerce.

**UpGrade Hub, UX-UI Design**

FEBRUARY OF 2021 - JULY OF 2021.

UX/UI Bootcamp.Digital product & User experience

**CIC, Professional Certificate COMM0111 "Assistance in Market Research" – Level 3 Vocational Qualification**

MARCH 2022 - JULY 2022

Participate, under the supervision of the research management team, in the organization and supervision of data collection through various information and communication technologies. Responsibilities include coordinating, monitoring, or conducting surveys/interviews, and assisting in the presentation of market research findings to support organizational decision-making. Total hours: 510.

**Redbilty Innovation Center, UX Research & Strategy**

MARCH 2022.

Various ways to apply research in projects and its connection to a more strategic business vision.

**CRN Centro de Formación en Administración, Seguros y Finanzas de la Comunidad de Madrid, SAP S4HANA- GUI-FIORI (FI)**

FEBRUARY 2025 - APRIL 2025

This course provides an overview of financial accounting processes within SAP S/4HANA, focusing on how core business functions—such as accounts payable, accounts receivable, general ledger, & asset accounting—are integrated. It covers end-to-end financial workflows

## RECENT PROJECTS:

**Spain UAT Team Salesforce Implementation:**

Objectives:

- Detect bugs and resolve critical fixes documented in UAT feedback Google Sheet
- Obtain business confirmation that project build requirements have been met
- Went live! Scheduled for May 13th and May 20th 2024

Methods:

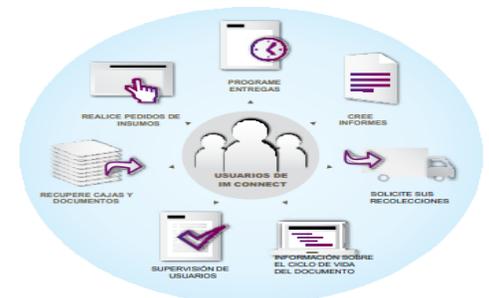
- Daily hands-on tutorial
- Daily group testing sessions
- Distribution and completion of test scenarios.

User Acceptance Testing Teams			
Germany Testing Team	Poland Testing Team	France Testing Team	Spain Testing Team
UAT Testers Olaf Fein Mark Wehitz	UAT Testers Boris Stępnicki Piotr Błędak	UAT Testers Guillaume Hoeser Lloyd Healy Patrick Boyasso Julie Maréchal Alexandra Troudat	UAT Testers Nacho Suarez German Suarez Laura Rodríguez

**Spain Team IMConnect. Customers Self Serve Project:**

Objetives: +80% use of the web platform by customers in 2024.

Methods: Training and support for customers.



Please go

to:[https://www.linkedin.com/in/germansuarezcapacho/?locale=en\\_US](https://www.linkedin.com/in/germansuarezcapacho/?locale=en_US) to see my full education and training profile. (education, certifications, credentials, etc)