CINDY FISET

Client Success & Account Coordination | Client Onboarding | Bilingual English/Spanish

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Canadian Citizen · Fluent English & Spanish · Seeking fully remote roles

SUMMARY

I'm a bilingual (English/Spanish) client success professional with 9+ years in customer-facing roles. At NexLevel Direct, a lead-generation marketing agency, I work directly with our clients every day: I help onboard them, share their performance reports and keep their campaigns on track with our team. Before that, I spent years guiding guests and members from first inquiry to booking, enrollment and repeat business in hospitality and healthcare insurance, earning 100% quality scores at Concentrix. Because I also handle the media buying (5–8x ROAS), I understand what my clients need to grow. I hold a Bachelor of Business Administration.

CORE SKILLS

Client Onboarding · Account Coordination · Client Reporting · Customer Retention & Relationship Management · Escalation & Complaint Resolution · Cross-Team Coordination · Upselling & Account Growth · CRM Management · Scheduling & Reservations

EXPERIENCE

Digital Marketing & Account Coordinator · **NexLevel Direct** 2025 – Present · Remote

Client onboarding, account coordination and media buying for a lead-generation marketing agency

- Work directly with agency clients in personal injury law, insurance, telehealth, home furnishings and hospitality as a day-to-day point of contact.
- Help onboard new clients: learn their goals, get their campaigns and lead flow set up, and set clear expectations from day one.
- Prepare and share regular performance reports, answering client questions and keeping them informed about their results.
- Coordinate with the marketing team on campaign execution and content so client requests get done on time.
- Handle the media buying behind client results: ~US$10K/month in ad spend at a consistent 5–8x ROAS.

Customer Service Representative · **Hacienda La Chimba** Jun 2019 – 2025 · Costa Rica

Guest services, operations and digital marketing for a hospitality and tour company

- Owned the guest journey from first inquiry to confirmed booking and follow-up, in English and Spanish.
- Turned phone, email and social media inquiries into confirmed tour and activity bookings, recommending add-on experiences to grow each booking.
- Resolved complaints and escalations across every channel, keeping guests confident and protecting the business's reviews and repeat visits.
- Maintained reservations and client records, processed payroll and supported day-to-day office administration.
- Ran the business's paid social and search campaigns and brand-awareness content to drive direct bookings.

Customer Service Representative · **Concentrix** Apr 2019 – Feb 2020 · Costa Rica

- Supported members of a pharmaceutical insurance client on coverage, policies and enrollment, meeting daily enrollment goals.
- Earned 100% quality scores in communication, listening, politeness and resolution; recognized by management and the client.
- Kept current on policy, promotion and product changes to give accurate, personalized retention support.

Receptionist & Customer Service Representative · **Jovenes Salon** Mar 2017 – Mar 2019 · Costa Rica

- Ran the front desk: booked appointments, managed client accounts and records, and resolved concerns promptly.
- Met daily retail sales goals, processed payroll and managed inventory.

TOOLS

Meta Ads Manager, Google Ads, TikTok Ads Manager, Salesforce, HubSpot, Google Analytics, Zapier, Canva, CapCut, Adobe, Microsoft 365, Google Workspace

EDUCATION

Bachelor of Business Administration (BBA), Universidad Internacional de las Américas (UIA), San José

Digital Marketing Certificate, Universidad Internacional de las Américas (UIA)