

MARCOS ANNIBALE

Customer Support & Operations Leader | Web3 & Crypto Specialist

Campinas, SP, Brasil | +55 19 991979897 | marcos@annibale.com.br

PROFESSIONAL SUMMARY

Results-oriented Customer Support Leader with 10+ years of experience in global tech and crypto companies. Expert in scaling support operations, leading high-performing remote teams, and managing complex dispute resolutions in P2P marketplaces and Web3 ecosystems. Proven track record of optimizing customer experience (CX) and operational efficiency through data-driven strategies and technical automation.

CORE SKILLS

Management: Remote Team Leadership, Budget Management, LATAM Market Strategy
Operations: Process Optimization, Knowledge Base Architecture (FAQ), CRM (Intercom, Zendesk)
Technical: Blockchain & Web3 Ecosystems, Forensics Analysis, Python, SQL, PHP, CSS

PROFESSIONAL EXPERIENCE

- Head of Support | Bitni (Remote)** 2021 - 2023
- Architected and scaled a multi-channel support infrastructure (Discord, Telegram, WhatsApp, Intercom) tailored for Web3 users.
 - Developed a comprehensive self-service knowledge base, resulting in a significant reduction in recurring ticket volume.
 - Led global recruitment, training, and management of a high-performance support team.
- Regional Manager LATAM | Bitzlatto (Remote)** 2018 - 2021
- Spearheaded regional sales and growth strategies, significantly increasing the user base across Latin America.
 - Strategically managed marketing budgets, optimizing ROI and enhancing brand visibility in emerging markets.
- Head of Support | Bitcambio (Remote)** 2017 - 2018
- Established streamlined response protocols and support workflows to maintain quality during high market volatility.
 - Authored technical FAQ and educational content to empower users and reduce friction.
- Customer Support & Dispute Moderator | Paxful (Remote)** 2015 - 2017
- Mediated high-value P2P trade disputes, ensuring platform integrity and user safety.
 - Collaborated with cross-functional teams to align customer feedback with product improvements.
- Customer Support Specialist | Hostinger (Remote)** 2012 - 2015
- Developed and maintained customer service policies to ensure consistent service delivery.

EDUCATION & CERTIFICATIONS

Bachelor of Psychology - UNIP (Expected 2026)
Blockchain Forensics Certification - Akademie (2022)
Data Analysis Certification - Atlas (2021)