

Bárbara García Pascual

Customer Service

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Profile

Customer service professional with experience in retail and e-commerce: multichannel support by phone, email, chat and social media, order and marketplace issue management, and after-sales follow-up. My background in Advertising and Public Relations and my digital marketing experience serve a careful customer experience that builds loyalty.

Experience

Marketing & Customer Service Manager / Store Manager

2021 – 2025

Metafenix Capital SL · Retail sector

- **Multichannel customer service** (phone, email, chat and social media), resolving queries, issues and complaints effectively.
- Management of **online orders** and **after-sales follow-up**, ensuring customer satisfaction and loyalty.
- Resolution of **marketplace issues** (Amazon, Carrefour, Zalando, La Redoute), coordinating returns, exchanges and delivery times.
- Use of digital management and communication tools (**CRM**, email marketing, Meta Business Suite) to improve customer care and follow-up.
- Creation of communications and campaigns aimed at improving customer **experience** and **retention**.

Influence Management

2019 – 2020

Hawk X

- Management of brand–influencer **activations** and **collaborations**, coordinating timelines and expectations on both sides.
- Customer care and community management on **social media**, answering queries and handling issues.
- **Scouting and selecting content creators** aligned with the brand image.

Education

BA in Advertising and Public Relations

Universidad de Alicante · 2015 – 2019

Arts Baccalaureate

Escuela de Arte y Superior de Diseño de Orihuela · 2013 – 2015

Skills

Phone, email, chat and social media support Issue and complaint resolution Customer loyalty and retention
CRM and sales management tools Organised under high contact volume Teamwork

Tools

Photoshop · Illustrator · InDesign · Lightroom · PrestaShop · WordPress · WooCommerce · Mailchimp · Meta Business Suite · Hootsuite · Microsoft Office

Languages

Spanish — Native English — B2 Valencian — Advanced