

Anna Maria Onorati

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annamariaonorati

CORE COMPETENCIES

- Customer Success & Key Account Management
- Customer Onboarding & Implementation
- Process Design & Continuous Improvement
- Team Leadership & Coaching
- Quality Assurance & KPI Management
- Training & Product Enablement
- Cross-functional Stakeholder Management
- SaaS Operations & Technical Troubleshooting

LANGUAGES

- Italian — Native
- English — Fluent
- Portuguese — Fluent
- Spanish — Basic (A2)

Customer Experience & Operations Professional

Customer Success | Process Improvement | Quality | Training & Enablement

SUMMARY

International Customer Experience & Operations professional with 10+ years of experience across SaaS, FinTech and customer operations.

Skilled in leading multicultural teams, managing strategic clients and improving operational performance.

Experienced in market launches, product localization and designing scalable processes for international teams, from onboarding and implementation to go-live and business reviews.

WORK EXPERIENCE

Sep 2024 – Sep 2026

SENIOR CUSTOMER SUCCESS MANAGER

AUFINITY GROUP | ITALY

- Supported the Italian market launch of a FinTech platform, driving product localization and collaborating with international Product teams.
- Designed scalable Customer Success workflows, tracking tools and post-sales documentation adopted by international teams.
- Co-developed the international Sales & Customer Success Handbook, owning processes from banking and technical onboarding to implementation, go-live and QBRs.
- Managed strategic enterprise clients and cross-functional implementations, delivering customer training and mentoring new Customer Success colleagues.

Jun 2023 – Aug 2024

SAAS OPERATIONS & PRODUCT ENABLEMENT SPECIALIST

NIELSENIQ | PORTUGAL

- Managed SaaS platform operations and technical support for international B2B clients across Italian, Portuguese and Brazilian markets.
- Investigated and resolved complex technical issues using Jira, Datadog and browser developer tools, collaborating with technical teams to improve platform usability and customer experience.

EDUCATION

Universitas Mercatorum
Bachelor's Degree — Ongoing
Languages & International Markets

CERTIFICATIONS & TRAINING

- Six Sigma Green Belt - 2026
- Project Management - IBMI, 2023
- HR Management - GeVi Academy, 2021

TOOLS & PLATFORMS

CRM & Customer Operations

- Salesforce
- HubSpot
- Zendesk
- Microsoft Dynamics

Project & Collaboration

- Jira
- Confluence
- Notion
- Slack

Technical & FinTech

- Adyen
- Datadog
- Chrome DevTools

Training & Productivity

- Moodle
- 360Learning
- Canva
- Scribe
- Microsoft 365
- Google Workspace

Analytics

- Microsoft Excel
- Power BI (Basic)

WORK EXPERIENCE

May 2022 – May 2023

CUSTOMER OPERATIONS TEAM LEAD

EVA GLOBAL | PORTUGAL

- Led multilingual customer operations for a team of 25, focusing on quality, coaching and KPIs.
- Improved operational workflows, performance monitoring and service consistency.

Jun 2020 – Apr 2022

LOAN UNDERWRITER

BNP PARIBAS | PORTUGAL

- Assessed financial, employment and contractual documentation for Italian consumer lending applications.
- Conducted credit eligibility and risk assessments in accordance with internal policies and regulatory requirements.

Nov 2017 – Jun 2020

FIRST LINE MANAGER / CUSTOMER SERVICE ADVISOR

TELEPERFORMANCE | PORTUGAL

- Progressed from Customer Service Advisor to Subject Matter Expert and First Line Manager.
- Led multicultural teams of up to 25 advisors, overseeing KPIs, quality standards, coaching and performance development.
- Supported international customer service operations across Photobox, Wish and Google programmes.

Sep 2012 – Jul 2017

CHILDHOOD EDUCATOR & LEARNING MENTOR

PRIVATE NURSERY & EDUCATIONAL SERVICES | ITALY

- Designed learning activities, workshops and structured learning paths.
- Adapted communication to different learning needs and mentored children and young adults.

Jan 2012 - July 2012

QUALITY ANALYST

CUSTOMER SERVICE OPERATIONS | ITALY

- Monitored and evaluated customer service calls to assess quality standards and policy compliance.
- Identified performance gaps, analysed recurring issues and delivered targeted coaching to customer service advisors.