

PAULA SURRACO

Customer Success · B2B - B2C SaaS

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Spanish (Native) · English (C1) · German (B1)

PROFILE

Customer-facing professional with 3+ years in B2B SaaS (TeamViewer, NinjaOne), where I was formally hired for sales but spent most of my time doing onboarding new accounts, running product demos, resolving issues, and keeping B2B and B2C clients, including Telefónica and Indra, engaged well past the sale. I was ranked #1 for the Spanish-speaking market two consecutive years, driven by retention and trust, not just close rate. Before SaaS, I worked in retail in Berlin, Uniqlo and Decathlon. Native Spanish speaker, fluent in English, and currently studying German (B1 level), based in Berlin and open to remote roles.

CORE SKILLS

Customer Success: Onboarding & Adoption · Account Health & Retention · Renewal & Expansion · Escalation Management · Trusted Advisor Relationships · Cross-Functional Collaboration

Technical: CRM Systems (Salesforce, HubSpot) · Freshdesk · Slack · Google Workspace · Microsoft 365 · Quick adoption of new software and AI-native platforms - workflows.

Soft Skills: Agility & Adaptability to Process Change · Fast Learner of New Technologies · Organization & Attention to Detail · Multilingual Communication · Cross-Cultural Collaboration

EXPERIENCE

Account Executive · NinjaOne — IT Management SaaS

Aug 2022 – Jan 2023 · Berlin

- Owned the post-sale relationship for B2B accounts across Spain — onboarding calls, product demos, and day-to-day support by email and phone
- Coordinated with internal teams to resolve escalations and keep accounts healthy, reducing the risk of churn
- Adapted quickly to new CRM (Salesforce) workflows and internal process changes during a period of frequent tooling updates

Sales Representative · TeamViewer — B2B Software

Dec 2019 – July 2022 · Berlin

- Ranked #1 for the Spanish-speaking market two consecutive years (2020–2021) among 200+ team members, driven by high account retention
- Acted as the ongoing point of contact for enterprise accounts, including Telefónica and Indra, from onboarding through renewal
- Maintained detailed CRM records (M365) to track account health and support forecasting

Project Development Manager · The W. W. Fair Trade

Sep 2007 – Dec 2011 · Argentina / International

- Developed products and managed relationships with a network of international clients and partners across multiple countries, coordinating remote, multicultural teams

Sales Associate · Decathlon & UNIQLO 2018 – 2019 · Berlin — *Direct customer service in a fast-paced, high-traffic retail environment*

Freelance Video Producer & Editor · Self-employed / ZOOMIN Latam 2015 – 2020 — *Managed client relationships and delivery timelines end-to-end*

Assistant Manager & Front Desk · Hotel Naciones (family business) 2011 – 2015 · Buenos Aires — *Guest relations and daily operations coordination*

PROFESSIONAL DEVELOPMENT

2023 – 2026: Part-time work in Berlin alongside family commitments; ongoing German language study (B1) and completion of EU-funded professional training programs.