

Paula Vargas

Customer Operations · Implementation · Project Delivery

Reykjavík, Iceland · +354 788 5161 · me@paulavargasalv.com

paulavargasalv.com · linkedin.com/in/paulavargasalv

AwareGO

Head of Customer Operations

Jan 2026 – Oct 2026

- Led customer operations across Customer Success, Product, Development and Finance, defining priorities, owners and standard operating procedures.
- Managed renewals, expansion, pricing and quotes for **60+ global accounts**; led a **34,000-seat renewal** with a global media company and closed a 400-seat expansion with a European ferry operator.
- Converted inbound interest into pipeline through discovery calls, product demos and quotes; coordinated onboarding for new customers and partners.
- Audited the full customer database across **HubSpot and Chargebee**, correcting recurring revenue, churn, seat and billing data.
- Facilitated strategy and retrospective workshops, wrote follow-up reports and served as Scrum Master for a full-day company AI strategy session.

Customer Success Manager

Feb 2025 – Jan 2026

- Managed **60+ global enterprise accounts** through onboarding, adoption, renewal and risk, including one of the largest accounts signed that year.
- Connected Customer Success, Product and Development, prioritizing feature requests and coordinating quality assurance and release updates.
- Resolved first- and second-level support cases, escalating in Jira and working with engineering on root causes within agreed service levels.
- Built HubSpot renewal and follow-up workflows and trackers. **Promoted to Head of Customer Operations within 11 months.**

Pixel Puffin

Project Manager & QA · Freelance

Sep 2026 – Present

- Run project management for an unreleased consumer app in alpha, working with a developer and a designer.
- Built the **Kanban workflow in Trello** from discovery through QA to done; write most tickets as user stories with acceptance criteria.
- Prioritize the backlog with the developer to keep daily releases moving; test private-alpha releases and track reproducible bugs to resolution.
- Propose feature requests from the user's perspective, several of which have been implemented.

Hopp Global

Key Account Manager

Nov 2022 – Nov 2023

- Managed all European franchisees outside Iceland across Spain, Poland, Italy and Greece; supported **20% growth in two accounts** and three new franchise openings.
- Led on-site launch work in Fuengirola, Spain, negotiating municipal permits, regulations and parking zones.
- Took over the second-level Jira board, redesigned escalation levels and coordinated fixes with developers and engineers.
- Introduced agile workflows and company-wide process improvements, clarifying ownership and improving follow-through.

Controlant

Customer Operations Manager

Mar 2022 – Nov 2022

- Owned operations for a global pharmaceutical customer, from platform setup through daily follow-up after go-live.
- Configured shipment start and end locations, administrator and coordinator users, and temperature thresholds agreed with the monitoring team.
- Ran daily post-launch check-ins, corrected shipment records, traced lost shipments to prevent data gaps and onboarded stakeholders as the rollout grew.
- Created customer shipment guides and internal guides the team still uses; wrote location-based escalation procedures for temperature alerts.
- Coordinated device shipping and returns with logistics.

Senior Customer Success Coordinator

Aug 2021 – Mar 2022

- Co-led the **3G-to-4G device migration for all US customers** ahead of the US 3G shutdown, delivering on time through several rounds of replanning.
- Briefed customers and Customer Success Managers, gathered developer and architect input, and guided customers through device approval changes.
- Managed up to **20 pharmaceutical and food accounts**, saving several at-risk accounts and growing two by approximately 10%.
- Hired two team members with the VP of Customer Success and trained **8+ new hires and customers**, developing part of the training material.

Customer Success Coordinator / Monitor and Response Specialist

Nov 2020 – Aug 2021

- Handled daily account work and 24/7 monitoring of connected devices in a regulated environment.

Icewear

Store Manager

Jan 2017 – Jun 2020

- Ran **five store locations**, developed **50+ employees** and overhauled store operating systems while consistently exceeding sales targets.

EDUCATION

Bachelor's degree in Spanish Linguistics and Literature

University of Iceland · 2024

CERTIFICATIONS

Professional Scrum Master I (PSM I) · Scrum.org · 2019

CORE SKILLS

- **Customer operations:** Onboarding, adoption, renewals, retention, lifecycle management, support and escalation governance.
- **Account management:** Enterprise and key accounts, relationship building, growth and international markets.
- **Commercial:** Renewals, pricing and quotes, contract follow-up, revenue and risk tracking.
- **Process & delivery:** SOPs, workflow design, agile and Kanban, workshop facilitation, staff training, cross-functional coordination and continuous improvement.
- **Tools:** HubSpot, Salesforce, Chargebee, Jira, Confluence, Trello, Asana, ClickUp, Notion, Miro and Microsoft Dynamics 365.
- **Languages:** Spanish (native) · English (fluent) · Icelandic (conversational).