

Beatriz Valera Ogayar

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PROFILE

Client-focused Creator Services Manager with a background in project orchestration, client success, and sales enablement across global media and entertainment environments. Adept at managing complex multi-stakeholder projects, optimizing workflows, and fostering cross-departmental collaboration. Experienced in both B2B client management and sales operations, bridging the gap between creative, operational, and commercial goals.

Known for empathetic communication, structured execution, and an analytical mindset — capable of translating high-level strategy into tangible results and scalable frameworks.

CORE CAPABILITIES

- **Project & Workflow Management:** End-to-end coordination of creator and content projects, from onboarding to delivery and performance tracking.
- **Cross-Functional Leadership:** Alignment of legal, finance, IT, content production, and marketing teams for seamless project execution.
- **Client Relationship Management:** Main point of contact for global creators and partner networks (Underscore, Mediacube, and Direct clients).

- Sales Enablement & Account Growth: Experience in identifying commercial opportunities, presenting tailored service packages, and driving revenue expansion.
- Operational Optimization: Building and implementing structured workflows, improving delivery consistency, and establishing scalable communication systems.
- Data & Tool Proficiency: Tableau, Looker Studio, Salesforce, Jira, Asana, HubSpot, Zendesk, G Suite.

PROFESSIONAL EXPERIENCE

Creator Services Manager

TheSoul Publishing | Dec 2023 – Present

- Leads the post-sale lifecycle and project coordination for over 75 global creator accounts, ensuring efficient execution, client satisfaction, and growth across multiple verticals.
- Orchestrate project timelines, deliverables, and communications between internal teams (Legal, Finance, IT, Content, and Distribution).
- Serve as liaison with Underscore, Mediacube, and Direct clients, ensuring timely delivery and alignment with contractual and creative expectations.
- Built and standardized internal workflows for all Creator Services collaborations — reducing turnaround time and improving transparency across departments.
- Maintain consistent communication channels across cross-functional stakeholders, improving responsiveness and coordination efficiency.
- Monitor project pipelines, ensuring all assets and campaigns are delivered according to specifications, scope, and timelines.
- Partnered with analytics and operations teams to identify bottlenecks and implement process automations, resulting in a 25% increase in operational efficiency.
- Develop dashboards and visual tools to track client performance and inform quarterly business reviews for upsell and retention opportunities.

Customer Service Assistant Supervisor

TELUS International Europe | Apr 2023 – Dec 2023

- Acted as an intermediary between internal service teams and client representatives to promote and expand customer support offerings across new regions and languages.
- Presented operational insights and business cases that supported sales of new service packages to Riot Games' regional leads.
- Coordinated 30+ team leads under ITIL-aligned improvement plans, improving service delivery quality and stakeholder satisfaction.
- Created client-facing presentations linking operational metrics with business outcomes — facilitating renewals and upsells.
- Re-engineered support flows, achieving a 22% increase in resolution speed and improved consistency across regions.

Customer Service Team Lead

TELUS International Europe | Apr 2022 – Apr 2023

- Supervised a 25-agent customer support team, balancing performance metrics and client satisfaction targets.
- Increased first-contact resolution by 35% and improved CSAT from 85% to 92%.
- Developed and implemented team performance frameworks to track KPIs and identify coaching opportunities.
- Ensured compliance with SLAs during high-volume periods in coordination with product and marketing teams.

EDUCATION & CERTIFICATIONS

Bachelor of Philosophy, Universitat de València

Google Project Management Certificate (Coursera)

Google Digital Marketing & E-commerce Certificate (Coursera)

LANGUAGES

Spanish

Native **English**

Fluent

Catalan

Upper Intermediate

French

Conversational