

KEY SKILLS & CAPABILITIES

Vendor Operations & Team Leadership
Experience in managing contractors and vendor teams including operational oversight and performance management

Data Analysis
Queried and modelled data using SQL, designed KPIs and built Tableau dashboards to measure impact and prioritise improvement initiatives

Technical troubleshooting
Investigated JavaScript, HTML and HTTP/API issues and built Python pipelines to streamline diagnostics

Client solutions & escalation prevention
Conducted root-cause analysis and proactively identified system bugs, reducing repeat escalations for key advertisers

Cross-functional delivery
Partnered closely with Engineering, Product Managers, Technical Solution Consultants and vendor support teams to drive issue resolution and align on improvements to be prioritised in product roadmaps

Process & enablement
Developed scalable standard operating procedures, external and internal documentation and up-skilled vendor and frontline teams to improve operational consistency

EDUCATION

Universidad Iberoamericana
Degree in Information Technologies
Overall grade 8.3 / 10

Relevant Subjects
Programming, Administration, Databases, Networks, Marketing, Operative Systems

LANGUAGES

English · Spanish · Italian

PERSONAL INTERESTS

Chess · Cinematography · Music · Basketball

PERSONAL PROFILE

Client solutions and technical support professional with over 15 years of experience in Ad tech, specialising in high-value advertiser experiences across digital advertising and analytics platforms. Proven ability to translate customer pain points into scalable product and operational improvements through data analysis, deep technical troubleshooting, and close collaboration with Engineering and Product teams.

EXPERIENCE

META

Lead Business Product Specialist, Monetisation Product Support

Team leader across Ads and Commerce products, with a focus on customer satisfaction and reduction of advertiser friction and escalations prevention.

- Served as Tier3 support for Meta Platinum and Gold advertisers, working closely with Engineering and Account teams to unblock clients and drive issue resolution, frequently taking ownership of direct client communications to ensure a seamless high-quality experience
- Drove resolution of high-priority customer issues (SEV's) as part of on-call rotation, coordinating cross-functionally across Engineering, Product and sales teams, ensuring fast, high-quality outcomes while keeping stakeholders informed throughout
- Leveraged SQL for deep technical troubleshooting of issues affecting Meta's high value customers, quantifying advertiser challenges and assessing the impact of product improvements to drive data-informed decision making
- Developed and documented scalable support processes and enablement materials to unblock frontline support teams and improve the overall advertiser/user experience, also partnering with the Content Strategy team to create external documentation published in Meta's Help Center
- Managed a team of 3 Product Specialist contractors delivering technical support across Meta's advertising suite for Small and Medium Businesses (SMB), handling ~300 tickets per month, with a focus on e-Commerce including Catalog, Shops, Dynamic Ads, Pixel, Instagram and Ads Manager Reporting
- Acted as main point of contact and vendor operations lead for an Accenture Technical Analyst team, overseeing delivery of technical support to high-value customers
- Built and maintained dashboards to measure operational Key Performance Indicators (KPIs) of contractors and vendor teams ensuring accuracy in metric definitions and equipping leaderships with actionable insights to support strategic decision making
- Partnered with Engineering and Product teams during bi-annual roadmap planning, identifying product gaps and recurrent customer pain points, assessing their impact on advertiser experience and blocked revenue. Presented findings to Engineering teams, refined priorities during sprint sessions to target the highest-impact fixes and partnered with Product Manager to oversee development through to delivery, including pre-ship testing

Jan 2024 - March 2026

EXPERIENCE CONTINUED

FACEBOOK

Jan 2018 - Dec 2023

Technical Product Specialist

Deep technical support for Facebook/Meta Commerce and Ads products, translating complex customer issues into actionable engineering input.

- Conducted deep technical client support for Ads Manager Reporting and Metrics, Ads creation, Catalog, Shops on Instagram and Meta, Advantage Catalog Ads, Pixel, Offline Solutions, App Signals, Events Manager, Targeting, Marketing Science and Attribution platform
- Analysed issues submitted by Tier1 and Tier2 external vendor support teams to clarify product behaviour, resolve confusion, and provide Engineering with structured debugging information to speed bug resolution
- Managed stakeholder communication across teams (including Product Experience and Engineering), surfacing recurring themes, customer impact, and operational pain points to improve stability and influence product decisions
- Partnered with Product and Engineering teams to improve product quality and support workflows, enabling scalable operations and more consistent customer outcomes.
- Applied quantitative analysis, data mining, and data visualisation to explain 'the story behind the numbers' and better understand advertiser sentiment and issue patterns.

FACEBOOK

Apr 2013 - Dec 2017

Tier 2 Escalation Engineer

Second-line escalation support within a global team providing 24/7 support for Atlas clients (Marketing Science + Atlas Support).

- Worked closely with engineering and internal account teams to improve operational processes and strengthen communication loops around technical incidents.
- Created Wiki documentation and training materials to share best practices with internal account and sales teams.
- Troubleshoot API calls and related methods, diagnosing integration and technical behaviour issues.
- Collaborated cross-functionally with Product, Marketing, and Engineering to test new features, provide feedback, and support scalable solutions for Atlas.
- Served as technical point of contact to help on-board ad serving platforms into the Facebook Attribution platform as preconfigured tracking connections, supporting integrations with: AdForm, AppNexus, Criteo, Flashtalking, Innovid, Jampp, Outbrain, Rocketfuel, The Trade Desk.

MICROSOFT

Sep 2011 - Apr 2013

Advertiser Technical Support Engineer

Primary escalation point for strategic, high-profile client issues - providing consultative technical support through implementation and resolution, coordinating with Technical Account Management, Sales, and Tier 3 teams, and maintaining clear ownership via CRM and Microsoft Team Foundation Server.

MICROSOFT

Apr 2008 - Sep 2011

Publisher Technical Support Engineer

Supported publishers and external clients across UK and EMEA as part of the Microsoft Media Network team, serving as a primary escalation point for Microsoft Advertising and third-party ad serving operations - covering rich media, discrepancy resolution, and ad serving performance across the MSN Network.

AQUANTIVE

Feb 2007 - Mar 2008

Client Campaign Coordinator

Early career role at aQuantive managing campaign delivery, QA, and performance reporting across MSN EMEA programmes. Trafficked and tested rich media and third-party ads, performed daily optimisation, monitored impression forecasts, and responded to client queries with regular status reports.