

DAYVI J. CASTELLANO

Customer Experience (CX) & AI — VOC and Automation Leadership

Buenos Aires, Argentina | [linkedin.com/in/dayvi-castellano-8ba1a277](https://www.linkedin.com/in/dayvi-castellano-8ba1a277) | dayvi.lat

PROFESSIONAL SUMMARY

Customer Experience (CX) and Voice of Customer (VOC) professional with 5+ years of experience across fintech, e-commerce, and financial services, leading teams and CX strategy at Trafilea, Reserve, and Best Friend Finance / Ugly Cash. Specialist in AI adoption for support (agentic support, chatbots, workflow automation), CRM management (Intercom, Zendesk, Salesforce), and continuous process improvement. Background in Industrial Relations and Philosophy (M.A. completed, Ph.D. in progress), plus a Diploma in Customer & People Experience (UCEMA). Attended Zendesk Relate Conference (Las Vegas, 2025).

CORE SKILLS

Customer Experience (CX) · Voice of Customer (VOC) · NPS / CSAT / NSS / CES / LTV / CXROAR · CRM Management (Intercom, Zendesk, Salesforce, Ultimate) · AI-powered Support (agentic support, chatbots, GPT agents) · No-code & Low-code Automation Architecture (n8n, Make, Zapier, Airtable, API & webhook integrations) · Prompt Engineering · Data-driven Process Design & Optimization · Team Leadership · Project Management · KPI Reporting & QA · Refunds/Returns/Cancellations Management · Brand Reputation Management · Market Research

PROFESSIONAL EXPERIENCE

VOC & CX Manager — Trafilea (E-commerce)

Feb 2024 – Present

Buenos Aires, Argentina

- Leads Voice of Customer strategy and brand reputation management: PREX, refunds/returns/cancellations optimization.
- Centralizes customer feedback and drives project management for initiatives improving NPS, CSAT, NSS, Public Score, refunds rate, LTV, and CVR.
- Drives AI adoption in support (agentic support), data monitoring, and bot experience.
- Represented the company at Zendesk Relate Conference (Las Vegas, USA, 2025) — AI, agentic support, and VOC.

Process Analyst — Trafilea (E-commerce)

2023 – Feb 2024

Buenos Aires, Argentina

- Analyzed and redesigned processes for PMOs and Customer Experience teams.

CX & Support Operations — Shapermint (E-commerce)

2023

Buenos Aires, Argentina

- Support operations and customer experience at scale, with production and supply chain based in China.

CX Analyst — Best Friend Finance / Ugly Cash (Fintech)

2023

Buenos Aires, Argentina

- Early employee in the transition from Reserve; owned Intercom editing, management, and optimization.
- Participated in DEVCOM Colombia (Reserve Protocol mainnet launch), staffed a booth at LABITCONF Argentina and at the Ethereum Foundation Congress (Buenos Aires, 2023).

CX Owner & Customer Success Manager — Reserve (Fintech, pre-mainnet)

Jul 2021 – 2023

Buenos Aires, Argentina

- Supported user base growth from 25,000 to 100,000 ahead of mainnet launch.
- Owned the Intercom CRM: workflow design, proactive communications, bot experience, and journey mapping.
- Ops support, OTC, liquidity support, and crypto operations support.

Project Coordinator — RED CLH

Feb 2021 – Jul 2021

Argentina

- Coordinated a team of researchers and lawyers.
- Represented the network in Argentina and built inter-institutional alliances.

Research Studies Supervisor — Lógica Research

Jan 2019 – Jan 2021

Ecuador

- Supervised field and call center teams across opinion, market, and product research studies.
- Presented progress reports to national and international clients.
- Career vocation study for tech programs (Kasel Institute); nutrition study in Manta for the United Nations and the Embassy of Spain in Ecuador; supported social registry data collection in Pichincha.

Commercial & HR Analyst — CAAP (Academic and Professional Help Center)

Jul 2019 – Jan 2020

Ecuador

In parallel: Founder of Vinlands, a tourism and real estate development company in Mendoza, Argentina.

EDUCATION

- Ph.D. in Philosophy — In progress. Dissertation: "The Concept of Experience in Virtual Reality and Artificial Intelligence."
- M.A. in Philosophy — Universidad Católica Andrés Bello. Coursework completed. Thesis: "The Concept of Irrelevance in Yuval Harari in the World of Work" (2021).
- B.A. in Industrial Relations — Universidad Católica Andrés Bello (UCAB), 2019. Thesis: "Professional Profile of the Freelance Worker in Ciudad Guayana" (co-author: Jhoan Villarroel).
- Diploma in Customer & People Experience — UCEMA (Universidad del CEMA), Argentina, 2022.
- Diploma in Governance and Political Management — George Washington University, CAF, and UCAB, 2018.

CERTIFICATIONS & CONTINUING EDUCATION (SELECTED)

- Intercom Certifications (10): Conversational Support Expert, Effective Conversational Support Team, Set Up Intercom for Your Business, Proactive Support, SDR Pro, Workflows 101 — Bots & Automation, among others (2021–2023).
- Generative AI: Beyond the Chatbot / Generative AI Apps / Generative AI Agents — Google (2026).
- Claude AI: Foundations — Trafilea (2026).
- N8N Automation Workflow & N8N Nodes — Trafilea (2026).
- Certified in ChatGPT: Beginner to Expert — Udemy (2024).
- UX/UI Interface Design Fundamentals — Platzi (2023).
- EF SET Certificate — English C2 (2023).

Full certification portfolio (60+) available at dayvi.lat/#certificaciones

LANGUAGES

Spanish (Native) · English C1/C2 (EF SET certification, 2023) · Portuguese B1 · Italian B2