

# Dayana Abuin Rios

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## Effective Communication | Content Strategy | Digital Marketing

Experienced and versatile communications professional with over eight years in facilitating effective internal and external communications and fostering customer service excellence. Familiar with digital marketing concepts, including SEO and SEM, from formal education. Proficient in managing inquiries, drafting communication materials, and collaborating with diverse teams to achieve organizational goals. Knowledgeable in using CRM systems for data management and communication.

## WORK EXPERIENCE

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**Interprefy** – *online*

07/2024 – present

### LSP Customer Success Manager

- Facilitate the onboarding process for LSP partners, helping them understand how to effectively use Interprefy's solutions.
- Acted as a liaison between LSP partners and internal teams, ensuring that client needs and expectations are clearly communicated.
- Supported team in monitoring the success metrics of LSP partners and deals.
- Maintained the ISP and HubSpot workflows to ensure up-to-date records and improve the client experience.

**Interprefy** – *online*

06/2024 – 07/2024

### Sales Revenue Operations Intern

- Participated in developing content related to company offerings for internal communication and customer relationship management.
- Acquired skills in HubSpot CRM for managing customer-related data and contributing to content updates for the sales team.

### Andovar Localization Services

**(Resource Management Department)** – *online*

05/2023 – 06/2023

### Resource Coordinator Intern

- Assisted in coordinating content for localization projects, including managing translator information and ensuring communication consistency.
- Worked closely with the project team to ensure that translation content met quality standards and aligned with project goals.

**Swiss Agency for Development and Cooperation (SDC)** – *Havana, Cuba*

03/2020 – 09/2022

### Program Assistant

- Supported content creation for internal reports and project documents, ensuring that all materials were clear and aligned with agency communication standards.

- Organized events and wrote promotional materials to support cultural outreach efforts, including social media updates and email communications.
- Managed inquiries from partners via various communication channels, contributing to consistent and accurate messaging across platforms.

**Austrian Embassy – Havana, Cuba**

09/2019 – 03/2020

**Ambassador's and Consulate Assistant**

[Covering for a maternity leave]

- Drafted and edited content for embassy communications, including email responses, event invitations, and consulate notices.
- Managed communications for visa inquiries, ensuring that all written materials were accurate and aligned with the embassy's standards.

**City Historian Office of Havana - Havana, Cuba**

09/2016 – 09/2019

**Interpreter, promoter, and tour guide**

Led promotion initiatives for City Historian Office and San Cristobal Inc.

- Promoted cultural and historical experiences, drafting promotional content for tours and events.
- Created multilingual promotional materials and contributed to content used for marketing cultural events to international visitors.
- Assisted with event management and the promotion of the City Historian Office's offerings through verbal and written communication.

## EDUCATION

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**Ghent University and University of Malaga - Belgium, Spain**

Master of Arts – European Masters in Technology for Translation and Interpreting, 2022-2024  
Digital Communication Management (Theory & Practice) | Website Management | Python  
Programming | Localization

**Spain Business School and Catholic University of Murcia - Spain**

Master of Arts – Digital Marketing, 2019-2020

CRM | SEO | SEM | Website content optimization | Conceptualization and execution of impactful  
online advertising campaigns

**University of Havana –Cuba**

Master of Arts – Foreign Languages, 2010-2016

Interpreting | Translation | Linguistics | Didactics

## PROFESSIONAL SKILLS

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- **Content Coordination:** Assisted in creating and managing content for reports, events, and projects, ensuring messaging consistency.
- **Strategic Content Creation:** Skilled in creating compelling content to enhance promotional activities and communication efforts.
- **Communication & Collaboration:** Experienced in drafting communication materials, responding to inquiries, and collaborating with international teams.
- **Technical Savvy:** Quick learner with a knack for adapting to new technologies, ensuring operational efficiency and continuous improvement.
- **Exceptional Communication Skills:** Proven ability in active listening, negotiation, and conflict resolution, fostering strong customer relationships and effective collaboration with stakeholders.
- **Strong Organizational Abilities:** Outstanding multitasking and problem-solving skills, crucial for managing customer accounts and supporting various tasks within the sales process.

## LANGUAGES

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- Spanish – Mother tongue
- English – IELTS: 8.0 - CEFR: C1 (Advanced)
- German – B2 (Upper-intermediate)
- French – DELF A2: 95/100 (Elementary)

## VOLUNTEER EXPERIENCE

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**Cambridge University Press - online**

07/2022- 06/2024

### **Academic Journal of Natural Language Engineering**

- As editorial assistant, I started finding reviewers and in 4 months was given the responsibility of revising the quality of the proposals, managing the first part of the acceptance process and sending appeals to the advisory board.

## Certificates

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**Google Analytics – Certified by Google**

11/2023

**Fundamentals of Digital Marketing – Certified by Google**

10/2023

**Google Ads Measurement– Certified by Google**

10/2023